

OCTOBER / 1958

THE REPORTER OF

Direct Mail

advertising

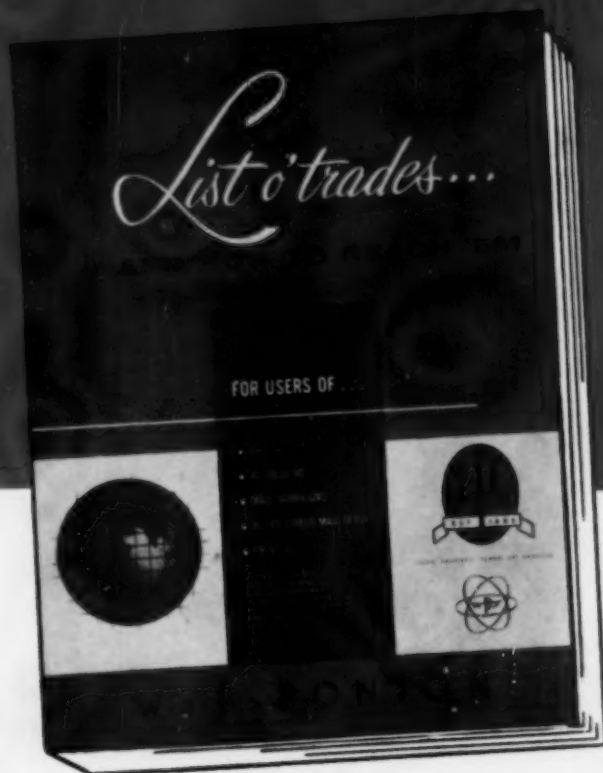


"Flowering Fiddles."

*A big mail order
idea that kept a
dying business from
playing its swan song.*

see page 30

new...



PONTON'S 1959 CATALOG

YOUR **INDEX** TO
DIRECT MAIL MARKETS

Comprehensive from Accountants and Auditors through Women's Apparel Shops... **129** pages... over **12,000** classifications... alphabetically classified for your convenience.

PONTON'S quality controlled mailing lists... compiled by modern PONTON ELECTRONICS... with IBM Electronic Equipment... are

your assurance of successful mail campaigns and promotions... with more accurate... pinpointed selection... no duplication or waste.

PONTON... Leader in Direct Mail since 1885... has a fully mechanized addressing and mailing department to take care of all details at low cost... speed... and effectiveness.

SEND FOR YOUR FREE
COPY OF THE *List o' trades...*



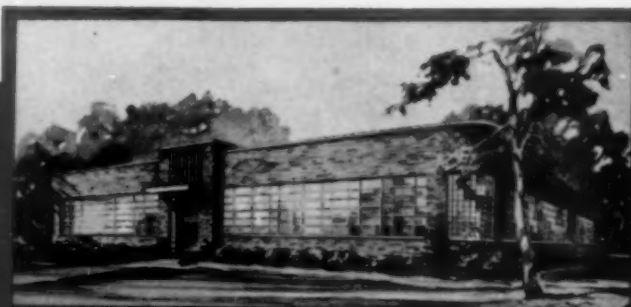
W. S. PONTON, INC.

Sales Office and Production Plant:
44 HONECK STREET, ENGLEWOOD, N. J.

New Jersey Phone: LOwell 9-5200

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a direct connection to Englewood





DIRECT MAIL ADVERTISING FROM ABROAD

34 RUE SCHEFFER • PARIS XVI, FRANCE • PASSY 9642
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EVERYONE OPENS A LETTER FROM ABROAD!

AN envelope with a foreign stamp and a foreign postmark gets *immediate* attention in your prospect's morning mail . . . gets opened *first*.

A new service to increase your direct mail readership, Dillon Agnew Associates, Inc., can now handle *your* Direct Mail Advertising from Abroad through their offices in New York and Paris, staffed with American advertising personnel with European production and postage know-how.

We are represented by top-notch direct mail firms in the leading cities of the United States. We can offer on-the-spot supervision of your mailings from the capital cities of Europe. Check with your local direct-mail specialists, or write to Dillon Agnew at 6 East 45th St., New York 17, N. Y., for information and estimates on mailing campaigns to your own United States or world-wide lists.

EVERYONE OPENS A LETTER FROM ABROAD!

FRANCE • THE NETHERLANDS • ITALY • BELGIUM • GERMANY • BRITISH ISLES

THE
NEXT
MOVE
IS YOURS



1/4 BILLION

MAIL ORDER

**Buyers, Inquirers
and Prospects**

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing new mail order customers in volume. Many of these lists are overlooked and EXCLUSIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSOLUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.

Mosely

**MAIL ORDER
LIST SERVICE, INC.**

Mail Order List Headquarters

Dept. R-57

38 Newbury St., Boston 16, Mass.

Charter Member National Council
of Mailing List Brokers

THE REPORTER OF

Direct Mail

advertising

Vol. 21, Number 6

October, 1958

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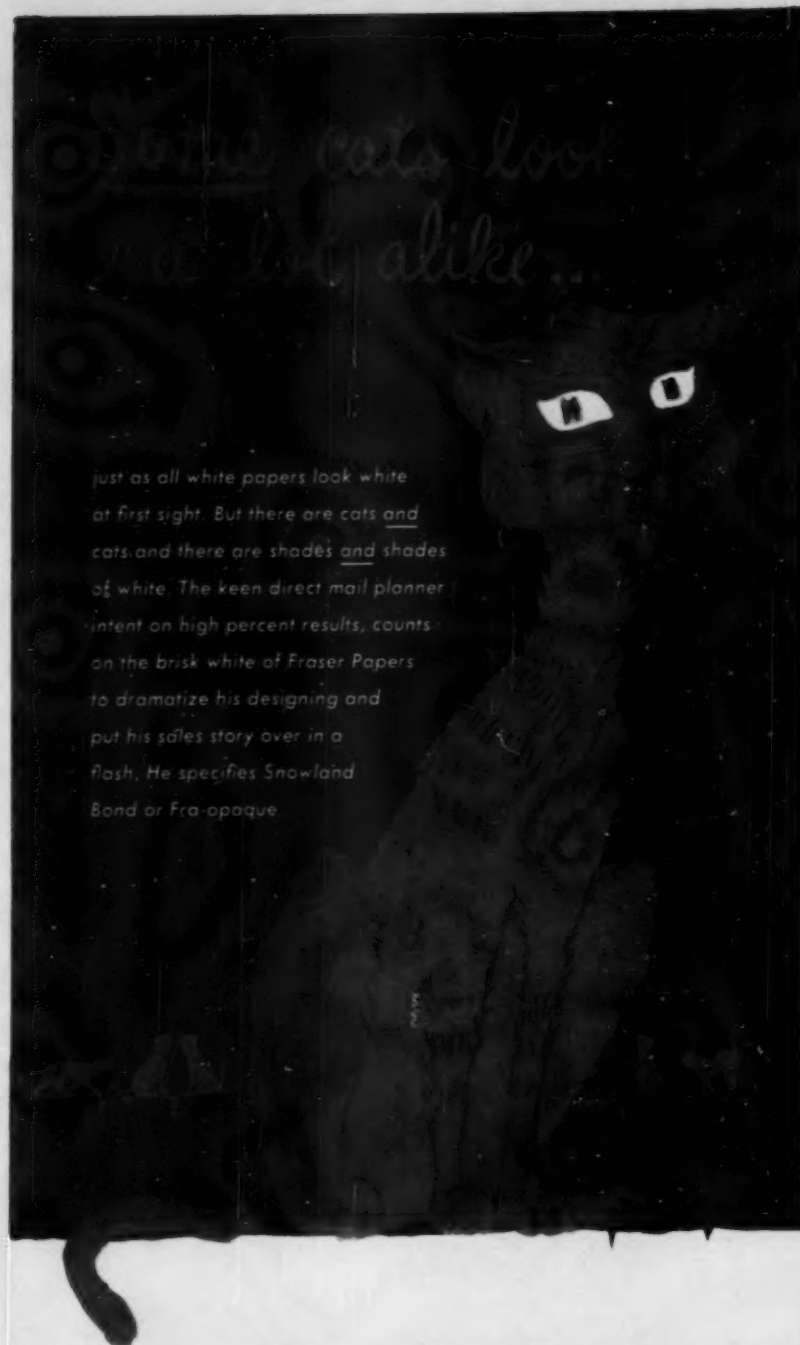
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Some cats look
a lot alike...
just as all white papers look white
at first sight. But there are cats and
cats and there are shades and shades
of white. The keen direct mail planner
intent on high percent results, counts
on the brisk white of Fraser Papers
to dramatize his designing and
put his sales story over in a
flash. He specifies Snowland
Bond or Fra-opaque.

FRASER PAPER, LIMITED



Mills: MADAWASKA, MAINE
Sales Offices: NEW YORK. CHICAGO

5,500 square miles of scientifically controlled Fraser forests
provide quality raw material for papers today and tomorrow.

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL

BUNDLE TYER CO.

Blissfield, Michigan

WANTED

Circulation Man, age 25-35. Two to three years experience with a magazine in subscription fulfillment, complaint adjustment, direct mail copy and promotion. List selection experience also necessary. Knowledge of basic sales advertising, sales principles and printing methods helpful. Must have supervisory experience. Send resume stating salary desired. Replies held confidential.

Write Personnel Mgr.
American Medical Association
535 N. Dearborn St.
Chicago 10, Illinois

MAIL ORDER LISTS

Write for Information—Ask for List No. 5

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

☐ **DMAA'S 41ST ANNUAL CONVENTION** in St. Louis was a double-hotel marathon . . . with more than 700 delegates shuttling between the Chase (scene of convention sessions) and the Park Plaza (scene of many suite parties). Highlights of the Convention are described in this issue in "Frontporch Scuttlebutt" by Henry Hoke on page 67. And, you can read about the DMAA "Gold Mailbox" Award winner on page 37; The Henry Hoke Award winner on page 38 . . . and complete list of DMAA Contest winners on page 39.

☐ **SOME MAIL ORDER PEOPLE** are worried about the rumors that big mailers will dump large quantities of Third Class at the end of the year to beat the ½¢ per piece increase taking effect January 1, 1959. We've been asked to make a survey. Will be glad to hear from you big mailers about your plans and will keep individual replies confidential. It is felt by some that such mass dumping would be bad business. Would cause public resentment, slow up the mail, and lessen individual returns. Would also give an inaccurate picture to the postal rate impact study authorized by Congress. One mailer we know has already decided to delay year-end mailings until after the first of the year in spite of \$5 per thousand increase.

☐ **HOW LONG** should you allow for delivery of Third Class mail? Some recent tests indicate that if your mail has time value, you should send it out (depending on distance to travel) from 10 to 14 days before you want it received. A Philadelphia concern made an elaborate checkup with 360 people reporting from 27 cities, covering important sections of U.S.A. and Canada. The average time lapse ran from a low of 9.7 days between Philadelphia and Washington, D. C., to a high of 17.5 days between Philadelphia and Hollywood, Calif. The

maximum reported was 54 days to Hollywood; next, 41 days to St. Louis. Neighboring New York showed an 18-day maximum and a six-day minimum (average 10.6 days.) Not a very good record for the Post Office . . . but proves again that Third Class is really **Deferred Mail** and deserves a lower rate.

☐ **BOOK - OF - THE - MONTH CLUB** made an interesting test which was reported by the Mailing List Research Committee of the New York Hundred Million Club. Mailed 1,100,000 pieces to active buyers on Miles Kimball Co. list. Part were addressed on labels and affixed to envelopes; other part direct addressed on envelopes. All other factors in unit were identical. No tangible difference in response. No apparent advantage in direct addressing over label addressing.

☐ **WE WISH** someone in the legal fraternity or in Washington officialdom would clarify the record about the right of individual states to demand sales taxes on goods shipped from outside the states. The question has confused and concerned many mail order people. Some states try to collect a "use tax" from their citizens who receive mail ordered goods. Some states have made reciprocal agreements with neighboring states to collect sales taxes. It's a confusing mess. In our layman's opinion, there shouldn't be any state interference with mail order since it is interstate commerce and the Post Office doesn't allow interfering with the mails. Who can come up with the right answer?

☐ **A FINE PROMOTION PIECE** for a direct mail service shop reached us from faraway New Zealand. Sent by C. Moffat of L. T. Watkins Limited (direct mail advertising service), 176-186 Cuba St., Wellington C. 2., New Zealand . . . who was one of the charter subscribers to **The Reporter** when we started in 1938.



DISPLAY WINDOW BY THE HALL BROS. CO., CLEVELAND, OHIO

IF YOU CAN'T USE A WINDOW—USE HAMMERMILL OPAQUE

It's tough to beat the selling power of the product itself. But when you use Hammermill Opaque, its smooth, level printing surface faithfully reproduces colors and details to give that "in person" feeling. And Hammermill Opaque's luxurious brighter white gives colors greater impact — adds punch to black and white jobs, too — shows products at their best.

Use Hammermill Opaque for greater realism, greater sales appeal — either letterpress or offset. When you use both sides, you'll appreciate the greater opacity of Hammermill Opaque — it simplifies your printing job.

You can get the sparkling whiteness of Hammermill Opaque in four finishes and a wide selection of substance weights.

Lithographed on Hammermill Opaque, Substance 70, English finish

MANUFACTURED BY
HAMMERMILL PAPER COMPANY • ERIE, PENNSYLVANIA

Fashion

HIGHLIGHTS



NEW... A BRIGHTER, WHITER HAMMERMILL OPAQUE!

Make Hammermill Opaque your show window in print . . . as we use this insert to show you how sharp and clear both black and white and color reproduce on this improved paper. Hammermill Opaque lives up to its name. Examine its superior opacity. It has what it takes to make printing sparkle.

Printers: Use the new Hammermill Opaque for your critical customers. Ask your Hammermill salesman for samples. *Printing buyers:* Ask for Hammermill Opaque when you want advertising with an extra lift to type and more life-like product illustrations, for printing pieces that sing as they sell.

Printed by offset on Hammermill Opaque, Substance 70, English finish, on a 50x72 two-color press. Sheet size 40x22, 16 up. Speed 3,000 an hour.

Hammermill Paper Company • Erie, Pennsylvania

He had also been a reader of **Postage and The Mailbag**. Mr. Moffat's 12-page, 5½" x 8¾" booklet (designed and written by his assistant, P. J. Scrimshaw) is expertly handled. A clear-cut description of direct mail. Four illustrated, down-to-earth case histories of direct mail successes among Watkins' customers; postal information; sales tips; list information, etc. Well done. Very few in the U.S.A. have done anything better. We are proud of our "farthest-away-disciple", as Mr. Moffat calls himself.



□ **DANGER SIGNALS:** Bad practices in any line of business usually wind up in legislation against them. If we want to avoid legislation against phases of direct mail, we'll have to help wipe out the bad practices. During the last days of Congress, the House Veterans Committee called for strict regulation of charity solicitation in the name of veterans where income goes for promotional costs and other expenses without any benefit to the individual veteran. The committee also recommended that Congress make the traffic in donor lists illegal. List brokers would not like that. There have also been rumblings in Congress to make the mailing of unordered merchandise illegal. We all know there are too many violations of this part of the Code of Ethics. Let's hammer at the culprits until they stop it...without legislation.



□ **HERE'S AN IDEA** for some of you mail order people who want a foolproof method of catching anyone who cheats on list rental by copying and using more than once. You don't have to depend on the watchfulness of friends or "dummy" business contacts. Carol M. Hedgpeth, 406 S. Second St., Alhambra, Calif., operates a professional remailing service. Started it in 1955 and has a satisfied group of customers. Some mail order people already using...but he also services many different types of people who want or need privacy, provided they are legitimate. Write him for information.



□ **BERNARD W. COATES** of Dorchester, Mass., is in the news again. August issue of **Boston Better Business Bureau** reports that Coates has consented to an order by the Federal Trade Commission not to misrepresent the nature of his business. Coates currently has been trading under the name of National Mail Merchandisers, but previously has used names such as Associated Mail Merchandisers, National Mail Dealers Assn., National Mail Merchandisers, General

SHORT CUT

to more effective selling

When salesmen are lost in a maze of unproductive calls, give them a short cut to sales with a planned direct mail program.

Direct mail, applied selectively to active markets, draws out responsive prospects...cuts the number of call-backs... guides your salesmen to more profitable performance.

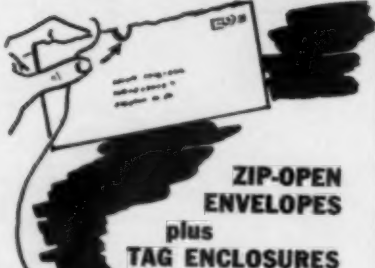
For a short cut to successful direct mail, call on the creative experience of the Hickey Murphy Division of James Gray, Inc., direct mail specialists for thirty-nine years.

Learn how this experience can help you by writing for a free copy of the informative booklet, **How To Put Action Into Your Direct Mail.**

**THE HICKEY MURPHY DIVISION
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

double DUTY mail



Pull-string opening ACTION is the distinctive, irresistible feature of ZIP-OPENERS.

Now... add tag enclosures to the pull-string. Zip — out pops your message!

Put this bonus in all your mail. To accent letters or for special messages, ZIP-TAGS get attention.

Write for samples and brochure. Zip-Openers are a Connelly exclusive, available nationally.

THE CONNELLY ORGANIZATION, INC.

Mail Advertising Services & Specialties since 1931

PHILADELPHIA, 1010 ARCH ST., RA 7-3123
NEW YORK, 475 FIFTH AVE., NU 9-0830
CHICAGO, 140 S. DEARBORN ST., PI 6-4644



SENSATIONAL NEW ELECTRIC SADDLE STAPLER WITH FOOT PEDAL

For Saddle Stapling Booklets, Brochures, Catalogs, Price Lists Etc.

1/10th the price of standard staples. Made by "Swingline" — staples 120 page ONLY \$84.50
book by touch of foot pedal! Perfect for small shop, school, institution. Attach to your men table—or available with metal bench for \$32.50 additional. Flat state attachment — \$10 extra. AVAILABLE RIGHT FROM STOCK.

AMERICAN WOOD TYPE MFG. CO.
Dept. R 42-25 Ninth St., Long Island City 1, N. Y.

SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 30 years old. Send for circular "R". Please write on letterhead.

"That Yellow Bolt"®

Leo P. Bott, Jr., 64 E. Jackson, Chicago

PREMIUM LISTS

Write for Information—Ask for List No. 4

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

Merchandising Co., Eastern Specialties Agency, L. J. Enterprises (offering various homework schemes and other mail order propositions, such as instructions on conducting mail order business). Coates agreed not to represent that his customers are carefully selected or will be assisted by a competent, specialized, experienced staff; or that his merchandise has been selected through extensive research as purchased by the public. Coates must not exaggerate profits his customers can reasonably expect or represent that his business is other than a private profit-making commercial enterprise. Hope this marks the end of an operation which has seriously damaged the name of mail order.

□ **A LOW BLOW:** There must have been some distorted thinking at the Radio Advertising Bureau to cause them to take an unfriendly competitive swipe at direct mail. And they used direct mail to take the swipe... in a bulletin to members to be reproduced and mailed or given to advertisers. The bulletin admits that in some specialized cases (including radio promotion) direct mail is all right... but in most cases radio is better. The attack goes so far afield as to claim that there has been no increase in direct mail volume... that the increase figures (reported by DMAA) reflect only increased costs and not an increase in number mailed. Horace Nahm's volume estimating committee can laugh at that wild statement. Have the radio promoters decided to follow the lead of some newspapers by starting another feud among the media? Maybe saner minds will stop it before it gets too haywire. "All forms of advertising are good. Each in its place is best"... is the only sensible slogan.

□ **ANOTHER NEWSPAPER** has taken an unbiased attitude toward direct mail. The Buffalo (N. Y.) *Courier-Express* for August 9, 1958, printed an "Enquiring Reporter" column conducted by Jim Bowback. Six persons were interviewed and quoted on the question, "Do you resent receiving mail not requested?" None actually resented receiving mail... but one resented being bombarded with "memorial solicitations" after her mother-in-law passed away. Consensus was that unrequested mail is not too heavy. Those pieces of no interest, easily thrown away. Get good ideas from interesting pieces. Wish there could be a nationwide, unbiased survey and report on subject. During the height of the newspaper attacks on direct mail... several of the people issuing statements, such as housewives and postal carriers,

were checked on later. They admitted that they agreed to the statements and use of their pictures because the reporter handling story paid them.

□ **THE NEXT TIME** your local newspaper runs an attack on direct mail... write to the publisher and refer him to page 40 of the authoritative *Editor & Publisher* for August 16, 1958. A full-page report by the circulation manager of the Eau Claire (Wis.) *Leader and Telegram* about how they have used direct mail successfully since 1943, the year they discontinued using solicitors. He gives facts and figures and what they have learned during their experiments. Maybe this case history will prove a point... that by building up public suspicion of direct mail, newspapers are injuring one of their own most powerful methods of promotion.

□ **ANOTHER NEW BOOK...** for charity fund raisers will be on the market this fall. Margaret Fellows and Stella Koenig made a hit back in 1950 when they authored "How to Raise Funds by Mail." McGraw-Hill asked them to revise for a 1958 new edition. But when Margaret and Stella buckled down to the chore the old book became a completely new one, which is being called "Tested Methods of Raising Money... for Churches, Colleges, and Health and Welfare Agencies." Much more comprehensive than first one. Will include chapters on college development funds, campaigns, annual giving, bequests, tax advantages, foundation support, corporation support, public relations, thrift shops and benefits, plus a complete letter campaign of a highly successful church fund drive and hundreds of samples of letters and mailing pieces. Have not seen advance copy; but if Margaret and Stella did it... it just must be good.

□ **HOW TO SPEED ANSWERING YOUR MAIL:** Ruth Gardner of the Advertising Federation of America reminds me of a speed-up system we've used for many years. We should pass it along... because time is a valuable asset. Ruth, like us, separates her incoming mail (aside from publications and Third Class) into three piles: (1) Those letters which must be dictated with carbons for others and the record; (2) those not needed for record and which can be answered by a few lines on original letter; and (3) those which can be answered by personal, longhand notes on memo forms. Tackle #2 first; then #3. If your handwriting is legible... people seem to appreciate quick personal answers. Shows

For distinctive

LETTERHEADS AND ENVELOPES...

Raised-letter printing on
HAMILTON BOND

...Your work is as good as your bond

Because it is the strongest, most durable bond on the market today, Hamilton Bond gives you the best results with raised-letter printing, better known as thermography. And because Hamilton Bond is now whiter and brighter than ever, it is chosen by craftsmen skilled in fine thermography to produce letterheads and envelopes of impressive quality.

Suggest thermography on Hamilton Bond to your cus-

tomers. Many of them will never have thought of it before and will be delighted. It's a good way, too, to clinch the sale to that prospect you've been working so hard on—stress the attractive pricing!

Just be sure to use *Hamilton Bond*—for thermography, for regular letterheads and envelopes, for business forms. Your work is as good as your bond—and Hamilton Bond brings out the best in your work.



BUSINESS PAPERS...TEXT & COVER...OFFSET...BOOK

Hamilton Paper Company, Miquon, Pa. • Mills at Miquon, Pa., and Plainwell, Mich. • Offices in New York, Chicago, Los Angeles

Nationally advertised to your customers in *Time*, *U.S. News & World Report*, and *Business Week*

PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White, Benday or Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585
Branch Off.: Newark, N. J., Allentown, Pa.

WANT TO REDUCE YOUR MAILING COST!

Here is an opportunity for a volume Direct Mailer to cash in on the uncommitted capacity of a Mailer who can address and mail 200,000 plus per day on latest model Cheshire equipment.

We are not list brokers or suppliers — just Mailers. If you have your own list, regardless of make-up, and wish to take advantage of a guaranteed low price call or write

Johnny Cholbagian

Mail-O-Matic, Inc.

Route 46
Parsippany, N. J.
Deerfield 4-8442

friendly interest. Try it sometime and see how it takes the load off dictating and typist's time.



□ "SPOT MARKETING" is what they call it in Sweden. A beautiful Kromekote booklet from Hera Haufmann & Ericsson A. B. advertising agency, 2 Hovslagargatan, Stockholm, Sweden says this means "a concentration of sales and advertising efforts in a geographically limited area." Written in English, the booklet tells how they do it in Sweden . . . "spot marketing" territory-by-territory, pre-testing and promoting all types of campaigns. The agency says they'll be glad to send a copy of the booklet to anyone interested in marketing techniques in Sweden.



□ A RECENT SURVEY by the Midwest Stock Exchange showed that 90% of the member firms liked newspapers best as their favorite advertising medium. The findings, revealed in the Midwest Exchange's newsletter, said newspapers receive more than half of the average budget of stock sellers in the midwest. But . . . direct mail was a close second with 41% of the budget. More than half of the respondents said they think direct mail gets the best results. "Although newspapers are most widely used," concluded the report, "direct mail is considered more effective."



□ "HOW TO SELL MORE TO MILLIONS BY MAIL" is the title of a new promotion brochure created by Coronet Family Shopper, mail order shopping section of *Coronet* magazine. It explains the concept of *Coronet's* editorial-style mail order section, tells how it has grown, and gives examples of successful advertisers using it. You can get a copy from David Grossman at 488 Madison Ave., New York 22, N. Y.



□ NATHAN WEINSTOCK, advertising manager of Chilton Greeting Cards, is the newly-elected president of the Boston Mail Selling Club. Other recently elected officers include: James Watson, James Watson & Co. (vice president); Ruth Dondero, Loomis & Co. (secretary); and Donald Segal, S. Cupples Envelope Co. (treasurer).



□ LITHOGRAPHERS NATIONAL ASSN. has changed its name to Lithographers & Printers National Assn. The change comes as a result of an overwhelming majority membership vote, due to changes in the lithographic in-

dustry. Many plants that had been traditionally lithographic, have since become multi-process . . . adding letterpress, gravure, silk screen, etc. It was felt that the name change was necessary for the association to function effectively in the area of these processes and their specialties. While the word "Printers" will be added to the name on their door, the association's headquarters address remains the same: 597 5th Ave., New York 17, N. Y.



□ A NEW CLUB for pharmaceutical direct mail specialists has been formed in New York. It's the National Pharmaceutical Direct Advertising Assn., Inc. Members include representatives of firms interested in the use of direct mail as a medium of pharmaceutical promotion. Harold J. O'Neill of Clark-O'Neill, Inc. has been elected first president.



□ THE BIGGEST SINGLE MAILING in the history of the Boston, Mass. Post Office was created recently by First National Stores, Inc. The big food chain sent out 2,500,000 pieces to promote their "Cross-Out" game contest. The massive mailing behind the contest was designed to promote food sales in First National's 607 stores.

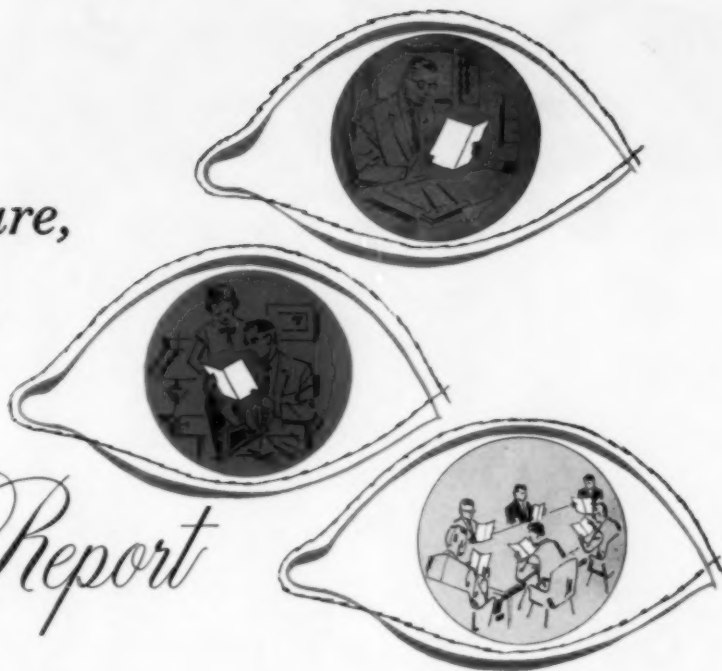


□ TESTIMONIAL LETTERS make good copy. But presenting them visually, attractively, sometimes can be a problem. If you want to see one of the most dramatic presentations created in a long while . . . write to Jules Herbeux, vice president and general manager of station WMAQ, Merchandising Mart, Chicago 34, Ill. Ask him to send you a copy of WMAQ's promotion booklet titled *Letters That Spell Success*. It's an accordion-fold piece, showing five testimonial letters photographed in natural surroundings (on a desk top, being put into the file, etc.). The gold, self-mailing cover is designed for filing under "Success Stories". This promotion piece should make a "success story" all its own.



□ WINDOW ENVELOPES have played a significant role in the development of the new transparent film, Trycite. An article in the June issue of *Dow Diamond*, published by Dow Chemical Co., Midland, Mich., told how the new film has become the brightest star in the Dow plastics family. Trycite, a powerful and clear polystyrene film, has been under research and development for more than 15 years. The first breakthrough in commercial use was made in January, 1957 . . . with its application

*For non-glare,
easy readability
print your
Annual Report
on*



Polychrome

D U L L C O A T E D B O O K

AERIAL VIEW
OF THE
APPLETON COATED
MILL



*Halftones
have a soft,
photographic texture
with full sharpness
of detail.*

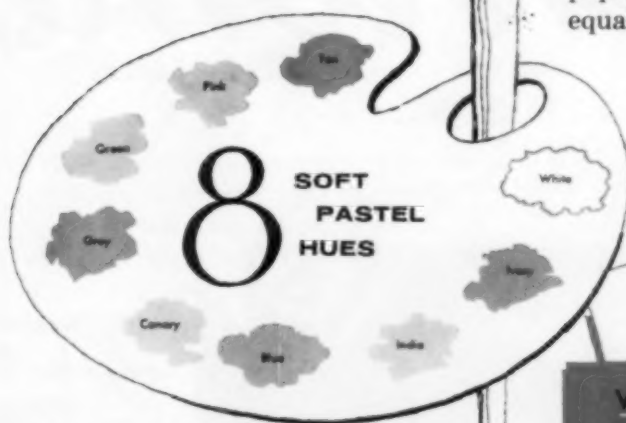
This insert is printed on Ivory POLYCHROME Dull Coated Book

Polychrome

*is also
extensively
used for . . .*

CATALOGS
BROCHURES
HOUSE MAGAZINES
FOLDERS
4-PAGE LETTERS
BOOKLETS
MAILING PIECES

All eight colors, plus white, provide
a versatility of choice to harmonize
paper with printed message. Prints
equally well, letterpress or offset.



Any color to meet exact specifications can be supplied on special order in 5000 lb. quantity or more.

Member Wisconsin Paper Group — fast pool car shipments for quicker service throughout the United States.



WRITE for the Polychrome Portfolio containing paper samples and specimens of attractive jobs printed on Polychrome.

This insert is printed on
Ivory POLYCHROME Dull Coated Book



**THE APPLETON COATED
PAPER COMPANY**

1250 N. Meade Street
APPLETON, WISCONSIN

in window envelopes. Today's demand for Trycite in the window envelope industry, as well as in packaging and other fields now exceeds production capacity. Dow is opening a new plant in Cleveland in January for mass production of the film . . . commercially pioneered by window envelope use.



□ **T. A. CONNELLY**, president of The Connelly Organization, Philadelphia direct mail firm, has been elected a director of the Poor Richard Club. He's been a member of the Philadelphia graphic arts club for more than 25 years, and previously served as chairman of Poor Richard's House Committee. He's also a former president of the Philadelphia chapter of the Mail Advertising Service Assn.



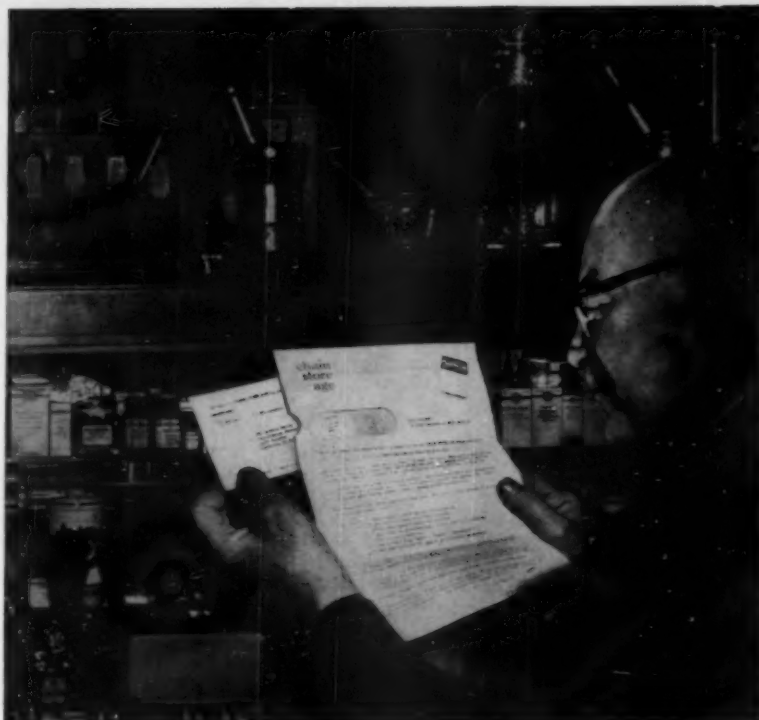
□ **TRAVEL, U. S. A.**, official publication of the National Assn. of Travel Organizations, Inc., 1424 K. St., N.W., Washington, D. C. has switched to a monthly newsletter format. While the magazine *Travel, U. S. A.* will still be published periodically, the bulk of NATO news will be digested into the 4-page *Travel, U. S. A.* newsletter for members. First issue explained, "This newsletter format is designed to save you precious time. NATO members are busy people. And the NATO staff is busy, too. Decision to change the format was made by NATO board of directors."



□ **DIRECT MAIL EXPENDITURES** are still on the increase. Up to May of 1958, advertisers spent \$5,000,000 more on direct mail this year than they did during the same period in 1957. Latest volume figures released by the Direct Mail Advertising Assn. show \$127,094,106 was spent on the medium from April 5 to May 2, 1958 . . . bringing the years total to \$577,918,195. Direct mail expenditures during the same four-month period on 1957 totaled \$572,914,671.



□ **DICKIE-RAYMOND**, 470 Atlantic Ave., Boston 10, Mass., recently brought out a timely four-page folder titled "Reasons for Today's Trend to Direct Mail." Inside, reprints (by permission) of three recent articles in The Wall Street Journal concerning the recession. D-R made no further editorial comments, just circled in red those paragraphs which reported how companies were switching from expensive mass media to hard-sell selective direct mail.



Don't squander Reply-O-Letter leads on your salesmen all at once

*Dole them out just enough at a time —
to keep your salesmen opening doors
on live leads all day long.*

Why not give them out all at once? Because with Reply-O-Letter you get so many more inquiries (usually 30 to 40% more) that your men might be confused by the quantity and lose respect for the quality.

And Reply-O-Letter inquiries are the highest quality leads you can get. In fact you can tighten up your sales appeal to heavily qualify your prospects — and still the leads roll in.

Find out how Reply-O-Letter with the built-in reply card works to put new vigor into your sales program — how we keep your salesmen sold on the value of Reply-O-Letter leads — how our skilled letter writers and artists help put across your sales message. We've been doing it successfully for 25 years.

Get further details about the sales forces we serve. Write for a copy of our booklet "The 3 R's Of Direct Mail." On your letterhead, please.

REPLY-O-LETTER

1 Central Park West, New York 23, N.Y.

Sales Offices:
New York • Boston • Chicago • Detroit • Cleveland • Toronto



"You need no contracts or written agreements when you do business with the Lewis Kleid Company."

M. Habernickel, Jr.
Haband Company



**RAPID
FILM-LETTERING
\$1.00 PER WORD!**

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID
TYPOGRAPHERS
INC.
305 E. 46 ST., N.Y. 17
MU 8-2445**



A fine institutional job which possibly should have been done for the entire field. On the back of folder was a reprint of one of the current D-R ads appearing in business publications.



☐ **DO YOU KNOW** that you can buy an International Reply Coupon at any U. S. Post Office for 13 cents. This you may enclose in a letter to a correspondent overseas. The correspondent may then exchange that coupon at his post office for a stamp of his own nation sufficient in denomination to prepay a reply to the United States by surface letter mail.



☐ **STUPID WASTE:** A certain insurance company selling disability benefits ought to be more particular about its mailing list. They are sending "Dear Friend" letters to corporations (no individual name or job title) asking for "your date of birth" so that Income Protection plan can be presented. That's a new wrinkle for getting a horse laugh from prospects.



☐ **WITH THE POSTAL BATTLE OVER** we were hoping the newspapers would stop their asinine attacks on direct mail. But not so. The Reporter Dispatch of White Plains, N. Y., in early June ran a "poem" supposed to be written by a local housewife. The five stanzas bemoan the way of her mailbox is "cluttered up with nothingness." We won't reprint the mess. It's not only poor poetry, it is sophomoric logic. Also, the newspaper displays low-class ethics in allowing such junk to be featured.



☐ **WELCOME** to another newsletter. It's called "Target"... and is issued and edited by Dave Amdur of Mail-O-Matic, 4500 N. W. Second Ave., Miami 37, Fla. Four pages, 8½" x 11"... to give inspiration and ideas for creators and users of direct mail in fast-growing Dade County. It's well done.



☐ **GOOD-LOOKING LETTERHEAD** is being used by Nichols Incorporated, Exeter, New Hampshire. There's a light brown illustrative tint background (showing feathers). Letters are typed with dark brown ribbon. Attention compelling. We've told ad manager, Tom Walling... only thing wrong with it: doesn't have a line showing kind of business. Primary product... supplying broiler breeding stock. (They supply the mothers for

some 800 million broiler chicks annually.) One interesting sideline of Nichols company is furnishing a catering service for club or company outdoor barbecues... a profitable enterprise but simply a method of promoting the primary product. The folder, promoting catering service, is dramatic... mailed in a 10½" x 7½" envelope with a 3½" x 2¾" window through which appears a four-color shot of a picnic plate. This piece should take some sort of prize in the poultry industry for we've never seen anything quite as high class in this field.



☐ **ATLANTA ENVELOPE COMPANY,** P. O. Box 1267, Atlanta 1, Georgia, seems to be the first organization to rush through a complete postal chart based on new rates. At least it's the first authentic one we've seen except for some lettershop partial-rate-listing sheets which contained several serious errors caused by not waiting for final printed version of new law. (Effective date of second increase on third class bulk minimum is July 1, 1960, instead of January 1, 1960.) The Atlanta job is excellent... three sheets suitable for hanging in mailing room. Copies available free to anyone who asks.

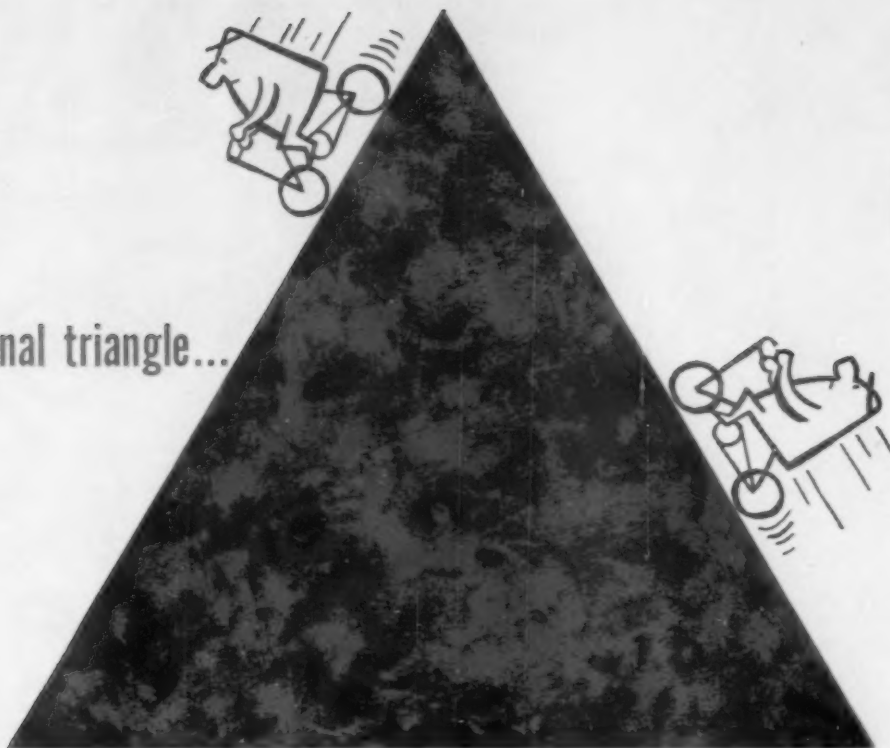


☐ **WANT TO SEE** how one organization gets around postage squeeze by giving up usual format for mail order solicitation? It is The Methodist Publishing House, Fifth & Grace Sts., Richmond 16, Va. The organization could qualify for the exempt non-profit postal rates, but prefers to pay commercial rates. Instead of customary solicitations for groups of books, they combine all their offers on hundreds of books into one 60-page, 8½" x 11" colorful booklet... with order-form-return-envelope stitched in. We understand this catalog format sells almost a half million book buyers a year. Ad Manager Chas. P. Tomlinson should be willing to send you a copy... if you are interested.



☐ **WE ENJOYED READING** the script of an illustrated talk, "Training and Developing Advertising Personnel"... given at National Industrial Advertisers Assn. St. Louis convention by Kenneth F. Yarbrough, manager, Advertising Personnel Development, Apparatus Advertising & Sales Promotion Dept., General Electric Co., Schenectady, N. Y. It outlines the procedures used by General Electric, which have made their training program famous... and which have also made

the eternal triangle...



solved at last!

Eternal, described by Mr. Webster as being "everlasting, existing at all times, continuous" *ad infinitum*, at last is solved.

The triangle being, of course, *you* (the direct mail advertiser), the *vehicle* (or envelope) that carries your message to the third point, His Majesty the *prospect*.

While His Majesty may be willing to buy, first he must be reached. He must be attracted and *impressed* by the envelope, so that he will *open* the envelope and read your message!

Cupples-Hesse provides the kind of envelopes that compel your prospect to stop, open the envelope, read the message, buy something.

Ask for samples of our envelopes and you'll see why they solve the eternal triangle by making not only a friend, but a *customer*, out of the third party!



CUPPLES-HESSE CORPORATION

4100 North Kingshighway, St. Louis 15, Missouri—EVergreen 3-3700

CUPPLES-HESSE CORP. of Michigan

3635 Michigan Ave., Detroit 16, Michigan—TAshmoor 6-7360

CUPPLES-HESSE CORP. of Iowa

1485 Keo Way, Des Moines 14, Iowa—ATlantic 8-5737

offices in principal cities

TENSION ENVELOPES

DISPLAY WINDOW ENVELOPES

PER. COLLECT BONUSES
PREMIUMS • GOLD-ON

INVITE YOU INSIDE

GREATER
DIRECT MAIL RETURNS

You've got to get the prospect **INSIDE** to get your message **OUT**. Tension's Display Window Envelope beckons your prospect inside into your sales story. Frame a "teaser" portion of the enclosure with a die-cut display window. Utilize color from the sales material (appearing through the display window) to create interest, bring action and increase returns. Tension's manufacturing skill assures "perimeter sealing" of the window patch for smooth, snag-free inserting. Display windows can be die cut in almost any shape—in any position.

FREE SAMPLES! Get the whole wonderful story of Tension Display Window Envelopes, including typical samples. Write now to:

TENSION ENVELOPE CORPORATION
Campbell at 19th St. Kansas City 8, Missouri

NEW YORK 36, N. Y.
ST. LOUIS 10, MO.
KANSAS CITY 8, MO.
PT. WORTH 12, TEXAS
MINNEAPOLIS 1, MINN.
DES MOINES 14, IOWA

STILL

2¢

ON OUR 50TH ANNIVERSARY

Globe sets up your names on plates for as low as 2¢—addresses them at speeds up to 60,000 per hour on your orders—at less cost than your own department. Will use your present system, or any system desired.

Takes all the machinery out of your office, expands your capacity to hundreds of employees, frees executives for more important matters.

For publishers—complete service available from cage to Post Office. You open mail to take out remittances. Globe does all the rest—renewal series, collection series, changes of address, correspondence, premiums, preparation of reports, etc.

No distance barrier—can be handled from anywhere. Visitors to our convenient plant made welcome.

Telephone OR 5-4600 for appointment,
or drop a line to D. M. Hopney.

GLOBE FULFILLMENT CORPORATION

(An extension of Globe Mail Agency, Inc. and predecessor companies.)

148 West 23rd Street, New York 11, N.Y. • ORegon 5-4600

some of their students famous. According to Mr. Yarbrough... the same procedures could be used even though you have only one trainee and one teacher. Story too long to include in *The Reporter*, but you might get a mimeographed copy by writing to Mr. Yarbrough or to John Freeman, president of NIAA at 271 Madison Ave., New York 16, N. Y.



□ **THE NEW PRESIDENT** of Association of First Class Mailers is Wheeler Sammons, Jr., associate publisher of *Marquis-Who's Who, Inc.*, Chicago, Ill. He replaces retiring Horace Nahm of Hooven Letters, Inc., New York, who agreed to stay on the job until the postal battle in Washington was resolved. The Association did a good job in holding the increase down to 4¢ rather than 5¢.



□ **SAY IT BIG!** We like the three pieces of direct mail recently sent to 15,000 customer and prospect list by Edgcomb Steel Co., D St. below Erie Ave., Philadelphia 34, Pa. Ad Manager E. G. Monigle says they made quite an impression according to reports of eighty salesmen who received heart-warming comments. Particularly effective was the 12-page, 8½" x 11" booklet—"Tailor-Made Metals From Edgcomb." It is filled with mammoth-size photographs of the equally mammoth-size equipment available for "processing to your specifications." A fine example of intelligent industrial advertising.



□ **WHAT NEXT?** A new use has been found for golf tees. The brightly colored tees are just the thing for markers in printing machinery oil holes. They can be easily seen, helping to assure that no oiling holes will be missed. This information comes to us in the always interesting "Between Calls," house magazine of Stanford Paper Co., 3001 V St., N. E., Washington 18, D. C.



□ **UNBELIEVABLE!** John Doolittle, who has an offset printing and mail advertising service plant at 320 N. Dearborn, Chicago 10, Ill., has been worried about the news stories about accidents between military and commercial planes. He and his six salesmen, who because of their business fly often, signed a very courteous form letter to members of Congress asking them to do something about setting up better safety rules. John received one of his letters back in an envelope from the Congress of the



There's another harvest in color...

... the harvest of improved appeal and efficiency when you use color in your product, in your advertising, in your packaging, in your business printing.

HOWARD BOND places at your service twelve clear, clean colors.

Used in business forms they speed identification, simplify handling and filing. Used for special letterheads, bulletins, announcements, folders, and a score of other uses, they give you a two-color effect at a one-color cost, plus all the fresh-

ness and appeal of attractive color.

Your printer or paper merchant will show you the HOWARD BOND rainbow, plus samples of famous HOWARD *whitest white*. Worth seeing. And very definitely worth using in many ways.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Duplicator • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Camberra finish



COLOR PHOTOGRAPH BY ANTON BRUEHL

Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish

United States, House of Representatives, but instead of a franked signature there was a three-cent stamp. Typed at bottom of John's form letter was this message: "I'll tell you what I've done... I've made every possible effort to achieve some really substantial postal rate increases... particularly on 'junk mail' such as the tripe you and your cohorts constantly send out." No signature. No matter whether this timid and illogical crackpot is a Republican or Democrat, we hope he gets defeated in the November election.



□ **WE'VE ALREADY REPORTED** on growing use of broadsides to get a smash effect. Latest example comes from Harris Seybold Company. A folded circular, approximately 6½" x 9½" mailed in a 7½" x 10½" envelope. Part of first inside design reproduced on envelope. After first title, "I Just Got the Good Word"... circular unfolds four times, with succeeding messages, until it gets to the final 25¾" x 38½" spread, which announces and pictures the new 25¾" x 38½" Harris Offset Press (which "handles the size sheet you are now holding"). Puts across the story with a bang.



□ **"HOW TO WRITE Those Hard to Write Letters"**... is title of a new sixteen-page, 8½" x 11" booklet issued by International Business Machines Corp., 545 Madison Ave., New York 22, N. Y. Understand it was authored by Earle Buckley, so it ought to be good... and is. Among subjects covered, with suggested samples, are letters for appointment, acceptance, acknowledgment, congratulations, introduction, recommendation, sympathy, thank you, turn down, requests.



□ **ANOTHER HEADACHE** for big mailers is the dodge being used by some crackpots influenced by the campaign against "junk mail." They are returning sales letters and order forms (unsigned) in the business reply envelope. Across front of envelope they write prominently, "Special Delivery." The post office actually demands 30¢ additional premium in addition to the 5¢ postage due. We think the Post Office Department should disregard all such written additions and charge only what the original mailer promised to pay on the printed permit form.



□ **EVERYBODY IS DOING IT**... trying to find ways to overcome postage rate increases, that is. Kiplinger's Wash-

S.CUPPLES

S.CUPPLES

A Cupples **PERSONALIZED** envelope is just your type. We offer you 60 years of experience. Let us assist you in increasing your direct-mail advertising returns.

Our art department is at your service with an unlimited supply of fresh ideas for your direct-mailings, free of charge.

1898 - 60th ANNIVERSARY - 1958

Cupples
 envelope co., inc.

360 Furman Street Brooklyn 1, New York TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA

OVER 300 YEARS OF COLLECTIVE MAILING LIST EXPERIENCE . . .

. . . Conscientiously devoted to furthering the efficiency and value of their service to mailers and list owners. That's the proud history of the National Council of Mailing List Brokers . . . and this valuable experience can be put to work for you.

Each member of the National Council of Mailing List Brokers is prepared to serve you as you should be served: rendering many *extra* aids and courtesies extending far beyond the usual client-broker relationship. Each has an enviable record of "doubling in brass" — as a consultant, confidant and market analyst. Each can refer to the results of exhaustive and continuing performance studies when selecting

the right lists for specific offers. When you call upon a NCMLB member, you can be sure that you will be working with an able and reliable expert who has met the rigid requirements of an established trade association.

List owner or mailer, whatever your status, whatever your problem, the expert service of a Council member is but a phone call away.

MEMBERS OF THE NATIONAL COUNCIL OF MAILING LIST BROKERS

Archer-Bennett List Service, Inc. 140 West 53th St. New York 19, N. Y. JU 6-3768	Newly Mail Order List Service 38 Newbury St. Boston 16, Mass. CO 6-3389
George R. Bryant 595 Madison Ave. New York, N. Y. MU 8-2651	Names Unlimited, Inc. 352 Fourth Ave. New York 16, N. Y. MU 6-2454
Dependable Mailing Lists, Inc. 381 Fourth Ave. New York 16, N. Y. OH 9-7160	D. L. Natwick Co. 136 W. 52nd St. New York 19, N. Y. CO 5-8618
Walter Drey, Inc. 257-6th Ave. New York 16, N. Y. OR 4-7061	Sanford Evans & Co., Ltd. 165 McDermott Ave. Winnipeg 1, Canada 92-2151
Guild Co. 100 Eagle St. Englewood, N. J. BR 9-0401	James E. True Assoc. 419 Fourth Ave. New York 16, N. Y. MU 9-0050
Willa Maddern, Inc. 215 Fourth Ave. New York 3, N. Y. SP 7-7466	

Look for this seal



It's your guarantee of

**THE MOST COMPETENT,
RELIABLE LIST SERVICE
AVAILABLE.**

Write to:
Mr. Felix Tyraser
National Council of Mailing
List Brokers
35 W. 42nd Street
New York 36, N. Y.

**Write for
samples and prices.**

Curteichcolor® 3-D
"the finest in natural color"

- post cards
- circulars
- brochures
- catalogues
- direct mail
- dealer aids

CURT TEICH & CO., INC.
1733 W. Irving Park Rd., CHICAGO 13, ILL.

Firm _____
Attn. of _____
Street _____
City _____ State _____

**get the
professional
approach
... to your
DIRECT MAIL**



For a **FREE** roster of members
of MASA, the professional
creators and producers of
BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL
18120 James Couzens Hwy.
Detroit 35, Michigan

ington Letter for August 2, 1958, included a separate special two-page memo of advice on mail and postage. Beamed primarily for better office mail handling for postage savings. Not as complete as **The Reporter's** 28-page special survey report... but well done. Many letter-shops and printers are issuing bulletins listing ways to save on postage. We'll be interested in watching how airmail volume holds up or goes down... because so many are recommending that it be discontinued, at least temporarily.



□ **A TOY TURTLE** played an important role in merchandising the product story of Simpson Logging Company, Shelton, Mich. Simpson's space ads in *Engineering News Record*, *Architectural Forum* and other business publications stress the "armored" quality of Simpson overlaid plywood... and how the overlay gives longer-lasting protection. Reprints of the ads, along with plywood samples, were merchandised in a mailing to all of the company's plywood distributors. A toy turtle enclosed in the package dramatized the long-lasting "protective shell." Lewis & Mayne Co., San Francisco handled the mailing. Lennen & Newell of the same city was the ad agency.



□ **MIKE RUBIN** of *Electronic Technician* magazine is the newly elected president of the Subscription Fulfillment Manager's Assn. The association's first luncheon meeting of the 1958-59 season was held in New York on September 17. Future luncheon meetings are scheduled for the 3rd Wednesday of every month. For more information, you can contact the association at Room 504, 125 E. 23rd St., New York, N. Y.



□ **ALASKAN STATEHOOD** has produced quite a few novel direct mail tie-ins. Among them was a "Flag Modernizing Kit" mailed by Gilliam Service, 470 Stuart St., Boston, Mass. It included a large white paper star, a piece of thread... and humorous instructions for bringing the flag up to date. And Tyme Letter Service Corp., 43 E. 19th St., New York 3, N. Y. used the opportunity to tie in with their slogan: "It's Tyme for a change." President Elliott Abrams mailed out miniature flags with a short letter reading: "When Alaska was accepted as the 49th State, the design of our present flag became due for a change. If the direct mail organization servicing your

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles from The Reporter of Direct Mail Advertising:

- 1 49 WAYS DIRECT MAIL CAN BE PUT TO WORK IN YOUR BUSINESS: A check list. Find out how many of the 49 ways you can use in your business 10¢
- 2 PARTNERS IN PROFIT: An outline of Rust-Oleum's (paint manufacturer) successful manufacturer-distributor campaign 25¢
- 3 SALES MANAGER WITHOUT SALESMEN: Paul Bringe, sales manager, Dustless Brush Company, Milwaukee tells how he replaced salesmen with direct mail advertising 25¢
- 4 HOW IMPORTANT IS GOOD LETTERHEAD DESIGN? Let Joseph Koebel of R.O.H. Hill, Inc., New York tell you how to improve your letterhead 25¢
- 5 HOW AN EXCLUSIVE RETAIL SHOP USES DIRECT MAIL SUCCESSFULLY: Gives a complete direct mail program used by Lynn's Distinctive Apparel Shop, Peoria, Illinois. Can be adapted to other retail stores 25¢
- 6 BENJAMIN MOORE MAELS CANNED TRICKS TO CAPTURE WEST COAST PAINT DEALERS: A playful report on paint promotion .. 10¢
- 7 SOME PLAIN THINKING ABOUT DIRECT MAIL: Four formulas on how to make your direct mail better. An outline for thinking 25¢
- 10 CAN YOU MEASURE DIRECT MAIL beyond usual method of counting reply cards? Yes ... thru readership studies. Leonard Raymond of Dickie-Raymond, Boston, reports of 5 studies giving results and illustrated material 35¢
- 24 NEW INDUSTRIAL DIRECT MAIL—Agency man Bob DeLay, Waldie & Briggs, Chicago shows results of 4 direct mail programs for clients plus readership results of each. Mailings illustrated..... 25¢
- 25 NEW CHECKLIST FOR SELLING ... This is a 50 step method used by Old American Insurance Co., Kansas City, Missouri for making sure (ahead of time) that their direct mail package (envelope, letter, business reply, order form) is complete and well designed. It'll help you prejudice your own direct mail..... 25¢
- 26 NEW CLASSIC CASE HISTORY. This six page feature illustrates and tells about the glamorous 16 piece campaign produced by Union Bag-Camp to promote its multiwall industrial bags to industry. Spectacular 35¢
- 27 NEW HOW GOOD ARE RETAIL MO CATALOGS? Lester Harrison tackles the subjects with figures, common sense and reasons why. You'll learn why top retailers consider this "department" essential to profits. 5 pages..... 35¢

HENRY HOKE LIBRARY

Can be purchased separately or in a complete package enclosed in an attractive green Case Binder for your desk or library shelf.

- 13 DOGS THAT CLIMB TREES: A personal adventure story, telling how one man (Henry Hoke) undertook the job of learning through trial and error the fundamentals of direct mail advertising\$1.00
- 14 HOW TO GET THE RIGHT START IN DIRECT ADVERTISING BY HARRIE BELL: This is the best textbook or outline available for training beginners in direct mail ABC's\$1.50
- 15 HOW TO THINK ABOUT DIRECT MAIL: In five easy to read sections, it gives the basic essentials for the successful use of direct mail\$1.00
- 16 HOW TO THINK ABOUT LETTERS BY HOWARD DANA SHAW: A reprint of thirteen thought provoking articles by the Philadelphia letter writing expert\$1.00
- 17 HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL: What is a normal result percentage from direct mail? Ranges from zero plus to 100% minus \$1.00
- 18 HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS: Direct mail isn't worth considering unless it actually solves for you a specific management, promotion, publicity or sales problem \$1.00
- 19 HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL: This study has helped many people to do a better job with their direct mail, whether it be simple or elaborate\$1.00
- 20 HOW TO THINK ABOUT MAIL ORDER: This important study explains exactly what "mail order" is. It gives the opinions of a score of competent experts in the field ... attempting to define "the real secret of success"\$1.00
- 21 HOW TO THINK ABOUT PRODUCTION AND MAILING: Contains an outline for training production and mailing supervisors. A 16-page supplement included free on list building, buying, renting and maintenance\$1.00
- 22 HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL: Months of surveying uncovered the theories, opinions and case histories of hundreds of practitioners in industrial advertising ...\$3.00
- 23 1 complete set of ten direct mail books packed in Library Case Binder at\$12.50

...1 ...2 ...3 ...4 ...5 ...6 ...7 ...10 ...13
...14 ...15 ...16 ...17 ...18 ...19 ...20
...21 ...22 ...23 ...24 ...25 ...26 ...27

- ☐ Send me your quantity price sheet.
☐ I've checked items wanted above and am enclosing check in payment.

The Reporter of Direct Mail Advertising
224 - 7th Street, Garden City, N. Y.

Company
Name
Street Address
CityZoneState

lettershop jobs has been in a 'state' of confusion, don't you agree that it is Tyme for a change?"



□ **NOTABLE QUOTES:** A series of six jumbo postcards created by John T. Hall & Co., advertising agency at 1512 Walnut St., Philadelphia, Pa. quote "Great Men on Advertising." Caricatures of Dwight D. Eisenhower, Franklin D. Roosevelt, Winston Churchill, Calvin Coolidge and author Aldous Huxley are presented with their individual quotes on advertising. Huxley, for example, is quoted as saying: "It is far easier to write ten passably effective sonnets, good enough to take in the not too inquiring critics, than one effective advertisement that will take in a few thousand of the uncritical buying

public." The Hall series was created both to obtain new accounts and publicize the worth of advertising in general.



□ **MACHINE ACCOUNTING & DATA PROCESSING** is the name of a new bi-monthly magazine making its debut this month. Described as "The magazine of automatic office operations," the publication will contain articles devoted to punch card and punch tape methods and equipment. *MA&DP* will be published by Gille Associates, Inc., 956 Macabees Bldg., Detroit, Mich. Eugene Murphy will edit the book at 52 Gramercy Park North, New York, N. Y.



□ **THE CATHOLIC MARKET** is in-

creasing at a rate almost twice that of the national population increase . . . according to the new Catholic Press Directory. The 1959 directory of Catholic newspapers and magazines in the U. S. and Canada is published in separate editions for advertising and non-advertising publications . . . including a total of 581 publications. Complete with Catholic market data, copies of the directories are available at \$3 each from the Catholic Press Assn., 6 E. 29th St., New York 16, N. Y.



□ **A PARADE OF ANIMAL ART** was the feature of an unusual typography promotion from Service Typographers, Inc., 723 S. Wells St., Chicago 7, Ill. Six mailings were created by Jack Mathis Advertising, 230 E. Ohio St., Chicago . . . featuring a giraffe, kangaroo, llama, hippo, orangutan and ostrich. Typical copy: "What? A New Type Face?—Kangaroo? We don't know of a type face called Kangaroo at present; but if and when it is developed, you'll find it in our complete series of type faces . . ." Beautifully offset in seven colors, the animal type face series was mailed to advertising creators throughout the midwest.



□ **THE LOS ANGELES DIRECT MAIL CLUB** came up with an interesting and entertaining program idea recently. Their meeting was devoted to "Your Biggest Direct Mail Boner" . . . with everyone invited to participate by telling theirs. A \$5.00 Boo-Boo prize was awarded for the "biggest and best skeleton." And 1,000 Nixies were donated by Rose Rashmir of Market Compilation Bureau as a Booby Prize . . . "For the least important boner."



□ **1959 ADVERTISING WEEK** is scheduled for February 8 through 14. As in the past, the purpose of the week-long celebration will be to portray advertising's vital role in America's economy. Arthur "Red" Motley, publisher of Parade Publications, New York, is national chairman of the 1959 observance . . . co-sponsored by Advertising Federation of America and Advertising Assn. of the West. Mr. Motley reports the national committee is working for full endorsement and cooperation of all national and local media, advertisers, agencies and associations. "Every segment of advertising," he says, "has a deep interest in the improvement of the industry's public relations. We anticipate their wholehearted participation."



More of these **MAGAZINES** are sold . . .

—because of the "impulse-to-buy" stimulated by our "built-in", pre-addressed reply card (or envelope). The subscriber simply checks it off, drops it in the mail, and our client can chalk up another "sale" for his Circulation Audit report.

Whether your publication is looking for **NEW SUBSCRIBERS** . . . or **RENEWALS** . . . or in **PROMOTING EXPIRES** . . . Sales Letters can help you do the job at a lower cost per reply by putting to work for you one of the most effective and efficient "order-getters" ever designed.

How much? Our own efficient all-under-one-roof copy, art and production facilities cost you not a penny more than you now pay for ordinary, less effective mailings.

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PAPER

NEW YORK 17, N. Y.

□ **FREE PASTE-UP SHEETS** for preparing offset copy are being offered by Promotion Service, 385 Broadway, New York 13, N. Y. Designed to handle copy up to 10" x 13" in size, the sheets show squared guide lines and size calibrations in non-reproducing blue ink. The guide lines make it easy to get accurate alignment of all elements . . . eliminate the need for separate ruling, etc. You can get the paste up sheets by writing to Promotion Service at the above address.

□ **ELECTRONIC MAILING HOUSE** is a new subsidiary of Blum's Direct Advertising Agency, 809 Mission St., San Francisco, Calif. President Robert Blum reports their new equipment permits high-speed addressing from IBM and Remington Rand cards at 9,000 per hour. The new electronic plant will address lists belonging to firms using the service, rather than general prospect or occupant lists. Lists can be coded for any selection, specifically tailored to their needs. Blum's announced the Electronic Mailing House addressing system with 3,000 Special Delivery letters and Special Delivery reply cards mailed to firms in the San Francisco Bay area. All delivered the same day, the letters were the largest single Special Delivery mailing ever handled by the Frisco P.O.

□ **18,000 HOME BUILDERS** have received copies of a colorfully illustrated

Armstrong Cork Co. merchandising booklet titled **How To Sell Homes Faster With Armstrong Floors**. Styled after a 1957 edition which won a Merit Promotion Award from NAHB-Producers' Council Joint Committee, the new booklet contains 48 descriptive pages on new floors and their merchandising possibilities. Beautiful full color home interior photos show many possibilities of decorator ideas that can help builders sell more homes. In addition to color and styling as emotional sales appeals, the booklet gives builders technical data needed to determine resilient floor specifications.

□ **NATIONAL LETTER WRITING WEEK** (Oct. 3-10) is a good opportunity to emphasize **better** business correspondence in your company. One company president spearheading such a drive in his area is Claude J. Martin, president of Parlee Company, Inc., of Indianapolis. He met with Indiana Lieutenant Governor Crawford F. Parker and Indianapolis Postmaster Walter Smith recently to kick off a drive urging Indiana firms to write better letters. "The new postage increase," said Mr. Martin, "might be a blessing in disguise by making firms more aware of their postage costs. To reduce correspondence costs, they should attempt to write better sales letters, improve their messages, and try to make their ideas better understood."

□ **AMERICAN ASSN. OF ADVERTISING AGENCIES** 1958 Roster and Organization booklet shows there are now 333 4A agencies (4 more than last year). These 333 member agencies operate 675 offices in 95 U. S. cities and 49 cities abroad. The new directory lists key agency personnel . . . including 247 people in 43 cities who serve on the association's various committees. The booklet also tells 4A's qualifications for membership, gives agency service standards of practice, etc. You can get a copy by writing to the association at 420 Lexington Ave., New York 17, N. Y.

□ **AMERICAN SOCIETY OF TRAVEL AGENTS** will hear Leonard J. Raymond, president of Dickie-Raymond, Inc., speak on direct mail at their 28th Annual World Travel Conference on Nov. 6. As one of the main speakers of the New York conference, Mr. Raymond will address an expected audience of 2,000 travel experts from all over the world. ASTA's total membership is 5,000 men and women largely responsible for booming travel into the nation's third largest industry. The former DMAA president's talk will be devoted to the use of direct mail as a constructive sales force for the travel industry.

CONSIDER

CONSIDER the thousands of pieces of Direct Mail you receive yearly at your home — at your office.

CONSIDER the millions of dollars spent to get you to act on these thousands of offers.

CONSIDER the ones that get you to act and the ones that are discarded by you with all the wasted effort and money.

CONSIDER then that out of these hundreds of thousands of direct mail efforts every year only 58 companies — the most successful — are selected by the Direct Mail Advertising Association for the best in the U.S.A. and Canada for impact and results.

CONSIDER then that in 12 years Monogram, Inc. has won 19 of these top D.M.A.A. awards for its clients and for itself.

Therefore for greater results isn't it reasonable to

CONSIDER Monogram for the creative thinking, the ideas, for your next direct mail campaign; for through proved performances of results for others, you too may expect greater results for yourself.



MONOGRAM

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□ **LETTERS WE LIKE DEPT.:** The following, reprinted in its entirety, is a letter received from Clark O'Neill, Inc., 1 Broad Ave., Fairview, N. J.: "Direct mail is a waste of money!" The man who told me that also told me 'Business is awful.' Sincerely, E. A. H. King, Sales Manager."



□ **THE CHICAGO FEDERATED ADVERTISING CLUB'S 1958 Workshop** will have six Direct Mail Sessions . . . from Oct. 14th through Nov. 18th. Chairman of dm sessions is Roy Rylander of The Rylander Co., with Alice Burn-

ham of Brookes & Son, George Collins of Encyclopedia Britannica and William Flory of Harris Trust & Savings Bank serving as co-chairman. Top experts from the Chicago area will cover How To Use Direct Mail Effectively (Oct. 14), Better Results Through Testing & Research (Oct. 21st), How To Write Persuasive Copy (Oct. 28), How To Improve Your DM Look (Nov. 4), How DM Sells Products to Industry (Nov. 11) and 13 Ideas For DM Success (Nov. 18). Fee for each clinic is \$17.50 in advance, or \$22.50 when sessions get under way. Clinics in other advertising fields may be attended for an additional \$5. For information and

registration, write CFAC at 36 S. Wabash Ave., or phone their Chicago headquarters at Franklin 2-4288.



□ **THERE'S SOME INTERESTING** list statistics in the latest volume of **Who's Who In America**. The new directory of 50,645 famous people compiled by Marquis, Chicago, shows that business people account for 26.7% of the listings. Bankers and credit executives lead the field (2.5%), with business brokers and investment bankers running a close second. Geographically, New York City has more prominent people than any other section of the nation. And the 30th Volume of **Who's Who** also shows that famous people without college education are on the decrease. The new **Who's Who** red book is reported to be the most accurate and detailed ever compiled. For the first time, modern punch card techniques were used to put together the current volume.



□ **MASS MAIL** is described in a new booklet published by Lemarge Mailing Service Co., 417 S. Jefferson St., Chicago 7, Ill. The 24-page publication explains Lemarge services, both creative and production, for promotion of all types of products and services. Tells how prospects are selected geographically by characteristics such as car ownership, homeownership, etc. for any area in the country . . . and how mass mailings to these groups "hits 'em where they live." Drop a note to Lemarge creative director F. R. Tondou and ask him for a copy.



□ **THERE'S MUCH MORE TO PAPERMAKING** than the mere processing of raw materials. This is excellently demonstrated in a new 36-page booklet published by Wausau Paper Mills Co., Brokaw, Wisc. Titled **A Mill & Its Men**, the comprehensive publication is a behind-the-scenes tour of papermaking . . . with emphasis on the spirit of achievement and skill which contributes most to the manufacturer of quality papers. You can get a copy of the colorfully illustrated booklet by writing to Wausau at the above address.



□ **DID YOU KNOW** you can buy old-time favorite player piano rolls by mail? They are sold by Imperial Industrial Company, 781 E. 136th St., New York 54, N. Y. Imperial has a listing of hundreds of player rolls . . . most of which sell for 70c each, plus postage. Their mail order promotion isn't fancy . . . but the comprehensive list of old-time favorites (and new hits, too) makes fascinating reading.

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in your DIRECT MAIL

-Use Blotters!

There is a
SORG BLOTTING
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- Sorg's Porcelain Blotting
- Sorg's Record Blotting

No other direct mail piece has quite the magnetic attraction . . . is quite so "wastebasket proof" as a blotter. Matter of fact, it's become a very simple formula for direct mail success.

To the tremendous retention value of a blotter, add your product, service or sales message. Apply the finishing touch by printing the job on Blotting by Sorg. And that's important! Because, as hundreds of top advertisers know, your sales story is assured the very best in exposure and impression, by the eye-appealing background of quality Sorg Blotting.

Ask your Sorg distributor for swatch books of the Sorg Blotting grades. From the magnificent array of colors, finishes, and sizes, you are sure to find the right blotting in the right price range for your purpose.



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What makes a good List?

**Ever hear of Drayton Plains, Michigan?
It's located in Oakland County, has a
population of 3,000 and 95 business firms**

What's more, it has carrier delivery.

In most carrier towns this size, you'll get good delivery on mail to business firms even without a street address.

But in Drayton Plains it's different. The postmaster insists on street names and numbers—and he's perfectly within his rights in doing so.

Then there's Lincolnwood, Illinois. In Dun & Bradstreet you'll find 158 business listings for this fast growing community of 10,490 people.

But if you mailed to this city, your pieces might very well come back stamped "No Such Post Office". That's because Lincolnwood is neither a post office, branch or station. Part of it is in Chicago 45; the rest in Chicago 46.

There are literally hundreds of Drayton Plains' and Lincolnwoods — places where you have to be careful about how you address to ensure delivery.

You can "solve" this problem by compiling a list, "cleaning" it and removing "undeliverables". But that reduces the coverage.

The alternative — which is part of NBL's procedure — is to go through the grubby and expensive job of obtaining proper addresses in communities like Drayton Plains and Lincolnwood.

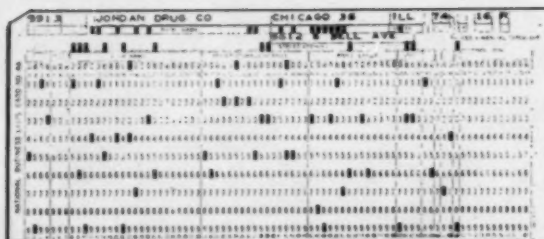
Postal Zones aren't mandatory. But all NBL lists carry them anyway. That's because the Post Office likes it and you — the mailer — will receive fewer complaints if you use them.

Furthermore — and this may come as a surprise — there'll be a 3% improvement in your mail delivery in the 106 postal zone cities.

There are many other "little things" — like keeping up with new businesses, business name changes, changes in financial strength — that go into making a good list. Last year, these changes amounted to about 35% of the names on NBL's lists.

The NBL way — which is the hard way — is to keep lists up-to-date constantly. You may not be able to tell the difference in the appearance of the address. But it will show in the results you get.

You'll find this out for yourself if you phone or write today to the NBL Associate who services your territory.



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Selections Available by Any or All of the Following:

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- Size (financial strength)
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BLUM'S DIRECT ADVERTISING AGENCY, INC.
809 Mission Street
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A factory going out of business, a Sears Roebuck buyer, The Tariff Commission, President Eisenhower, Elvis Presley, a concerned investor, a merchandising consultant and direct mail all played a part in the musical-marketing story of:

"FLOWERING FIDDLES": A BIG IDEA THAT KEPT A DYING BUSINESS FROM PLAYING ITS SWAN SONG



by Dudley Lufkin,
Field Editor



Reporter's Note: From Saco, Maine to Detroit, Michigan, foreign imports have hit many industries in America hard. The flood of both soft and hard goods from abroad has swamped more than one U. S. manufacturer unable to meet the competition of cheaply produced, cheaply sold products. This article tells the story of how one industry faced with this tough competition did something about it, through simple diversification and dramatic mail order merchandising . . . to find a larger market. The idea that first sparked diversified mail order activity came from Richard Conn, merchandising consultant at 1271 East Broad Street, Columbus, Ohio. But you'll see that behind the total success story, many people were involved. Most of them are shining examples of what American businessmen can do . . . when their backs are to the wall.

THERE'S A GOOD GAG going around Detroit these days. More than one automobile executive swears he saw a Cadillac downtown with this big sign on its door:

Volkswagen, Go Home!

But in serious reality, foreign imports of all kinds are no laughing matter to the automobile as well as many other industries in America today. From the small manufacturing town of Saco, Maine (whose sole textile industry was forced to shut down completely), to scores of Main Street auto dealers (whose high hopes for the second car market were somewhat dashed by a continental "coupe-size" coup) . . . American industry has felt the competitive profit squeeze of cheaper-produced, cheaper-priced products from abroad.

One of the least publicized but hardest hit of all has been the American violin industry . . . now comprised of a single factory in Columbus, Ohio.

A Sinking, Sale-less Ship

Since 1915, the John J. Calborn Company plant at 1551 Thames Drive in Columbus has been creating hand-crafted, fine-tuned violins for schools, retail instrument shops and other music markets. At this only remaining violin factory in the U. S., each instrument is made by hand . . . shaped, glued and polished by the few highly-skilled American violin makers still working at their European-inherited art.

But several years ago, cheap machine-produced violins from abroad began flooding the market. And it wasn't long before Calborn's hand-craft production was fighting a losing profit battle. Skilled hand labor costs simply made it impossible for the company to meet the low price of the mass-produced foreign imports.

Even so, Calborn's management was determined not to put out a mediocre, mechanically-made instrument. They were determined to see the fine art of violin making in America go down with a sale-less ship, rather than surrender precision craftsmanship to a P&L statement. So as Calborn's sales continued to fall at a dismal rate, all of the intricate tools and jigs long used to maintain this precision were ready to be scrapped. Then, the five remaining violin craftsmen at the Calborn plant were finally given their dismissal notices.

A 40-year old American industry, with a century-old heritage, was about to die.

A Two-Day Rescue

But Calborn's swan song was being heard by a fellow named F. L. Daniel, who was then musical instrument buyer for Sears Roebuck & Company. As a music lover with a fine appreciation of artistic craft, Daniel was familiar with the Calborn instruments . . . and had followed their competitive dilemma closely. The more he thought about it, the more Daniel disliked the fate of this fine art being lost to the

country forever.

So just two days before the Calborn Company was scheduled to turn the key in the plant door, Daniel flew to Columbus and bought it.

Daniel immediately threw all of his experience, energy, money—and hope—into rebuilding the defunct violin firm. He combed the country for experienced European violin makers. And he trained new people in the art. Inside of a year, he finally built the production staff to a total of 38 craftsmen . . . turning out both violins and violas.

The Rock of Survival

Although Daniel's lion-hearted enthusiasm put the plant back into healthy production, increasing competition from cheap foreign imports was still biting deeper and deeper into the string instrument market. Daniel knew the company needed a new profit potential if it were to survive. So he began looking for an additional means of sustaining the factory's quality production.

He found it . . . in Elvis Presley. While Presley's pelvic production hasn't contributed much to the nation's musical maturity, his guitar-strumming gyrations have at least contributed to keeping one musical instrument manufacturing industry alive. The fact is, Presley started a new wave of popularity for the guitar. In desperation more than pure product diversification, the Calborn Company used the opportunity to make and sell as many guitars as they could between quality violin and viola production.

"You might say," smiles Daniel, "that Mr. Presley made a notable contribution to the survival of artistic violin making in this country."

The relatively short-lived Presley product popularity, however, only helped the firm break even on violin and viola production, at best. The profit problem was still acute.

"The Unfinished Symphony"

About this time, Calborn's competitive calamity came to the attention of the Federal Tariff Commission in Washington. And it looked as though the American violin tune would change at last. After studying the case, the Commission recommended an increase in duty on foreign string instruments . . . designed to help keep the only American plant alive.

But this sweet legislative sympathy was a short one. President Eisenhower put a quick finale to the Tariff



The John J. Calborn Company "Flowering Fiddle" planters are actually authentic violins, hand crafted by the same skilled violin makers who have been working at their art in America since 1915. Here Ray Wiesenberger, a 42-year Calborn veteran shapes the neck of the delicate instrument prior to its colorful finishing for an ivy vine planter.

Commission recommendation, turning it down on the premise that such action would tend to increase the cost of musical instruction for young people.

Duty or no duty, the John Calborn Company still refused to pack up their violins and quit . . . without at least one more good overture. With their bows bloody but unbowed, they were more determined than ever to find a way out of the diminishing market dischord.

Getting An Objective Look

In a final do-or-die crescendo, they decided to bring in an outside consultant. Not a management consultant . . . nor a musical instrument manufacturing specialist. They wanted an *objective* merchandising consultant who might bring in a new sales idea . . . a new solution to the shrinking marketing problem. They wanted someone removed from the artistry of musical instrument creation . . . someone far away from the forest, so he

could get a good objective look at the trees.

Calborn's choice was Richard Conn, merchandising consultant at 1271 East Broad Street in Columbus.

While his name might imply it, Conn had no connection whatsoever with the well-known makers of brass instruments in Elkhart, Indiana. In fact, he had nothing to do with any musical instrument. He was no musician . . . and he had never held a real violin in his hand before. Yet Richard Conn *was* a talented artist . . . at creating and developing merchandising and sales ideas.

When Conn was taken on a tour of the Calborn plant, he did get an objective look at the trees . . . specially grown Southern Ohio maple and spruce stock, which is aged for years before it goes into quality violins. (And which, paradoxically enough, once supplied the raw material for violin makers in Germany.) He also witnessed the long and careful jiggling, gluing and polishing operations . . . which create a hand-precised



PRODUCT: "FLOWERING FIDDLE" GENUINE VIOLIN PLANTERS
SOURCE: JOHN J. CALBORN COMPANY ----- CL 3-2337
AGENCY: RICHARD CONN, 1271 EAST BROAD ST., COLUMBUS, O. CL 3-8393

FOR IMMEDIATE RELEASE

#####

IF YOU CAN'T PLAY IT, PLANT IT!

COLUMBUS, OHIO -- Faced with the loss of a big percentage of their market, due to heavy competition from foreign imports, America's only violin factory is now producing a line of instruments designed to be seen and not heard.

The firm's new "Flowering Fiddle" planters are genuine violins made to be hung on walls. They contain a cleverly concealed waterproof canister to hold trailing vines, ivy or shall flowering plants.

The planters are made on the same intricate tools and special jigs, and by the same skilled craftsmen who produce the high quality regular violins produced by the firm. The fine woods are beautifully finished by a special process in antique white and gold designed to blend with any color scheme or decor.

Decorators have hailed the grace and beauty of these authentic violin planters and orders have been received from all parts of the United States and Canada.

They are available, postpaid, for \$14.95 from John J. Calborn Company, 1551 Thrane Drive, Columbus 19, Ohio.

#####

Mail order publicity created by press releases like this one helped to get the sales ball rolling for the "Flowering Fiddles." Shelter magazines carried the item . . . and the Columbus Dispatch featured the Calborn story on the cover of their Sunday magazine section.

instrument from scroll to tailpin. As Conn describes it:

"I wasn't nearly as impressed with the sounds these instruments made as I was by the delicate beauty of their form and construction. Here, indeed, was the most pleasing combination of straight and curved lines I've ever seen."

The Big Idea

From this "layman's" observation, Richard Conn got "the big idea." Back in Calborn's office, he advised the company that they had a beautiful product which could surely create a vast new market. All that was needed to sell it was the application of a new Calborn buy word:

"If You Can't Play It, Plant It!"

The merchandising consultant explained that the violin could easily be converted into an artistic home

planter . . . simply by cutting out a small section of one side, and inserting a water-holding canister. If decorated in colors as delicate as the instrument itself, the violins would make a beautiful living room setting for ivy and other plants. Here was a simple product conversion which could bring a new and extensive market to the American violin industry.

"The eye," Conn reasoned, "is just as sensitive to beauty as the ear. And this sensitivity can turn retail fiddle failure into home mail order success . . . with 'Flowering Fiddles'."

Initial Test Draws Attention

F. L. Daniel and the rest of the Calborn Company thought Richard Conn's reasoning was right. So without sacrificing any of the hand qual-

ity in their instruments, they began converting them into "Flowering Fiddle" planters for Conn's recommended mail order marketing.

A full color folder was prepared, showing the "Flowering Fiddles" in a home setting. The planters were offered in a dozen different color schemes . . . from "Celestial Blue" to "Lilac Pink." Prices ranged from \$9.95 to \$17.50 . . . with matching bows for \$6.00.

This first mail order test proved Conn's reasoning was right. It not only brought in substantial orders from all over the U. S. and Canada, but also drew attention from home decorators, shelter magazines, and newspaper supplements. Among them was the *Columbus Dispatch Sunday Magazine*, which featured the "Flowering Fiddles" in full color on its cover (with the same photo featured on *The Reporter's* cover this month).

But best results so far have come from mail order houses featuring the novel instruments in their catalogs. For this reason the Calborn Company plans to concentrate their future sales effort in this direction. A full-scale direct mail campaign is now being created by Richard Conn to get more mail order houses to sell "Flowering Fiddles" in their catalogs.

"Selling" Rather Than "Supplying"

"I've found," says Conn, explaining the new promotion, "that mail order catalogs are capable of selling merchandise where so many other outlets are capable only of supplying merchandise for which a demand has already been created."

"The catalog of an alert, aggressive mail order house generally contains more new, unique and different items of the 'Flowering Fiddle' sort than the largest department store. So in our new campaign this fall, we'll sell to the catalog market, both on a direct and drop-shipment basis."

There's no doubt that the Italian name of Antonio Stradivari will always remain foremost in violin history and heritage. But we also hope John J. Calborn, F. L. Daniel, Elvis Presley, and Richard Conn will be remembered for the parts they have played in keeping this important cultural craft alive here in America.

For as the "Flowering Fiddle" steadily gains in mail order popularity as an object d'art, the impact of foreign imports is still being felt. If you don't believe it, you just haven't heard *Nel Blu Dipinto Di Blu!* ●

This subscription renewal letter was simple, brief, and to the point. It gets results, and . . .

THE CIRCULATION MANAGER GETS SOME



FAN MAIL

by H. Carlisle Estes,
Circulation Prom. Manager
The Conde Nast Publications

ALL TOO OFTEN, a circulation manager's mail is full of complaints. So it's very pleasant to find a change of pace . . . a letter that brings compliments.

And when this letter also increases business, it's even better!

When the subscription price of Glamour was recently increased, a new renewal series was put together. Naturally we anticipated a slight decline in renewals with the rate increase. But such has not been the case. In fact, renewals have increased.

Our pride and joy was our Number Seven—the final letter in the series, shown here. We tried to put the pressure on, but with humor and delicacy.

The results have exceeded our fondest expectations. This letter has pulled more renewals than any of our past efforts. But more than that, it has brought us a series of delightful replies, ranging from a few lines to several pages. Only one of these letters told us not to renew . . . and even that letter was a delight to read.

Here is a sampling of the kind of answers we've been getting:

Well, I was just going to tell you to relax—I was not renewing—but this letter was so cute and I would hate to have you "dangling" as you put it. I really think the magazine is for the teen-agers and I am a grandmother. But Glamour is fun at any age. Enclosed find check.—Mrs. A. E. T., Los Angeles, Calif.

Dear Sherry Brooks: This letter arrived today and I simply had to sit down and scribble this note to you . . . to tell you that this letter (and the one that was received before this) is simply terrific. It's the type of letter you just have to read all the way through to the last word. Actually, I'm not the person the letter is addressed to, but I had to let you know my opinion. I'm enclosing my check.—Miss L. G., Phoenix, Arizona.

And of course, there'll always be one that didn't renew. But when they send along a letter like this, you almost don't mind:

GLAMOUR

The Conde Nast Publications Inc., Boston Post Road, Greenwich, Conn.

Dear Reader,

This is the last time you'll be hearing from us. Although we've enjoyed our correspondence with you, it's been a little one-sided, you'll have to admit.

After this we can send you no more letters . . . and worse still, no more GLAMOURS.

We did try, though. We've mailed three "extra" copies of GLAMOUR, hoping that your renewal order was simply delayed. But now it has dawned on us that perhaps your silence means more than that you've just been busy.

We're crushed to think that we may have unwittingly offended you somewhere along the line . . . but if that's unhappily the case, won't you spare a minute and scribble a few lines on the back of this letter to tell us what's wrong?

But for goodness sake, please don't leave us dangling. We'd be thrilled to have your renewal order . . . and we have hopefully enclosed an order card.

Because this is the last chance you'll have to re-subscribe we are making an especially attractive offer to woo you back into the fold. If you act NOW, you may order

14 months of GLAMOUR for just \$2.86!

That's a saving of nearly 49% of the newsstand cost! Do let us hear from you . . . preferably via your renewal order, but if not, at least let us know what we can do in the future to make GLAMOUR more appealing to you.

Cordially,

Sherry Brooks

for GLAMOUR

SB:RRG7

Dear Dangers:

Horrors forbid that I should leave all you lovelies dangling and all on my account too. I will explain.

First of all, I am an old-maid-over-thirty, a condition which I have tried to get myself out of many times. Of course, there's really nothing I can do about the over-thirty part—let's face it—except mudpacks, etc. so no one will know. Now then.

You must realize I am not buying clothes for college, and looking at all those fresh, dewy faces just depresses me. Nor am I in the salary bracket and "avant" enough for VOGUE. "Togetherness" is not my cup of Constant Comment either, so that leaves me out on a limb as far as magazines go. Now, if you only had a "slick" sympathetic to members of my minority group (although, it seems to be getting more major every day), I would be happy to come across with \$2.02 for ten months.

Oh no you don't—just wipe those charming smiles off your faces.

You can't tell me GLAMOUR is for "Career girls" like me. It's for career girls all right, but not my kind. It's for the gals who swept in two years ago from Dubuque and are now running all television activities for CBS and wearing smart little black dresses that will take them "out" after work with Tom, Dick and/or Harry. So there. Does this describe me? No, dears, it does not.

Please accept my grateful thanks for the "extras." Good luck. Cheer up. There are lots of little girls from Dubuque descending on the City every day, and they are your audience. As for me—well—it was just a case of mistaken identity.

Cordially,

M. E. F.

P. S. Your letter was terrific. Give that gal in your Copy Department a rose (I know roses are out of style these days). •

Is there a magic answer to solve problems of basic reader interest and visual appeals in direct mail? No . . . but here's one method for finding some pretty dependable clues:

HOW TO CREATE MORE EFFECTIVE SELLING APPEALS FROM READERSHIP STUDIES

by Robert LaRue, Vice President

Holden Chapin LaRue, Inc.
Detroit, Michigan

WHY IS IT that when people scrutinize their direct mail to hypo sales, they usually try to add more "sell" by eliminating some of the niceties of business communication . . . and becoming what they call "competitive"?

For some reason, we seldom hear the suggestion, "Let's really appeal to these buyers in a way that interests them most." This attitude is a good start, but it's only the first step. The next step is to determine just *what it is* that interests those you are appealing to.

What interests them in terms of benefits? What do they look for in a product of your type? What problems do they have which your product can solve? The company that knows its market knows the answers. But in many cases, people are still playing hunches . . . or they are seeing the prospect's problem through their own eyes only.

The other side of the problem is that many users of direct mail have not taken the trouble to find out what *visual elements* attract or repel their type of prospects.

Is there a magic answer that will solve the problems of *basic interests* and *visual appeal*? Not exactly. But you can get some pretty dependable clues through analysis of advertising readership surveys now being made on several dozen business publications. During the last six years, enough of these studies have been made by organizations like Starch, Readex, Gallup-Robinson, Fosdick and Mills Shepard — and by some of the publications themselves — so there is a great fund of information available. The correlation between the findings of various "rating" services is sufficiently close to have long ago established their validity as guides to

solving the two problems of effective direct mail selling.

● The first basic principle learned in the analysis of hundreds of readership studies is that if you want to attract attention, and hold it, you'd better avoid the "brag and boast" school and instead use the "customer benefit" approach. Direct mail that screams such superlatives as "greatest," "world's best," "super," "amazing" falls on deaf ears and half-opened eyes. In contrast, it's a lot more effective to get right to the point of what's in it for the prospect.

● A similar principle that shows up early in analysis of these studies contrasts the effectiveness of self-glorification versus product and use. The self-glorification school shows the product on a velvet pillow or features a picture of "Our Founder" or "Our Factory." Many times the factory, the founder and, of course, the product are very important parts of the selling story. But there are better ways of handling these elements so that they are given meaning to the reader. Obviously, there are direct customer benefits in a statement like "How the construction of this factory on the West Coast can save you up to \$5,000 a year in freight costs." Then the picture of the big, new factory comes to mean something to the prospect and not just something to the direct mailer's ego.

● The third principle has to do with direct versus indirect approaches. These are becoming rarer and rarer in business magazine advertising because they have been proved conclusively to be much less effective than ads that get to the point. This shows up in copy as well as the art

treatment. But let's look at art treatment since it's the most obvious fault.

There is a time and a place for using dogs, magicians, bathing beauties and the like in advertisements . . . particularly if you're selling dog food, magic supplies, bathing suits and the like. But usually these are devices pulled in from left field to sell road graders, with the exclamation "Doggone good road graders" . . . automobile tires, with the exclamation "Stop skids like magic" . . .



Reporter's Note: Direct mail readership studies have come a long way toward helping advertisers determine the most effective appeals, as well as markets. Spearheaded by Dickie-Raymond, R. L. Polk, Reuben H. Donnelley and others, many surveys on specific mailing campaigns and their findings have provided major contributions to direct mail research. Now, Robert LaRue, vice president of Holden Chapin LaRue agency, 16180 Wyoming, Detroit 21, Michigan, tells how publication studies can be utilized for more effective selling appeals. For several years, the HCL agency has been measuring the results of many publication surveys, with an eye toward adapting the findings for better direct mail creation. Here, Richard LaRue gives you some of the basic principles they have learned from publication studies . . . and how they can be applied to solving direct mail's most important questions: "Who are we appealing to?" and "What is it that interests them?"



KEEPING COPY AND VISUAL DEVICES RELEVANT TO THE MAIN SELLING SITUATION AT HAND

1. Clever cartoons, eye-catching die-cuts and other devices can be used effectively . . . as long as they are relevant to the main selling story. Ex-Cell-O Corp. of Detroit manufactures drill jig bushings, used to guide drills so holes are made accurately. Actual holes were die-cut in this Ex-Cell-O promotion postcard . . . for an eye-stopper that was directly related to the product and selling story.
2. Headlines on too many of today's direct mail pieces only brag and boast . . . instead of promising a customer benefit. But the cover of this Ex-Cell-O reprint folder gets right down to the customer benefit . . . spelling out "Fast Delivery Of Drill Jig Bushings From Complete Stocks."
3. Many advertisers today also feel the need for self-glorification of their plant, facilities, etc. . . . and they take it out in print.

or insurance, with the exclamation "You get important coverage with our insurance."

For some reason, these devices are still common in direct mail. My theory is that they are prevalent because too many direct mail users have an inferiority complex. They feel that their direct mail will not get attention, so they use any kind of device

—relevant or irrelevant—to flag down a prospect. But successful users of direct mail know that if a product has merit, if the proper list is used, and the straight proposition is presented in an interesting way, the direct mail piece will do its job.

● Here's another conclusion that is easily drawn from analysis of readership reports: Clean, orderly

But the factory can be used effectively if the customer benefit is stated clearly, made obvious right from the start . . . as in this Ex-Cell-O piece.

4. Why be indirect or coy about copy themes and illustrations unrelated to your selling? The cover of this Automotive News readership booklet goes right to bat for its subject, without any help from irrelevant attention-getters.

5. All too often, direct mail gets cluttered with gimmicks and confusing illustration elements. If you don't think so, just take a close look at the first dozen pieces you get in the mail this morning. But this Fortune ad reprint mailing from Kelly Girl Service, Inc., Detroit, is a good example of well-designed illustration that will not repel readers because of confusion.

layouts win hands down over junky, cluttered presentations. Make it easy for the reader to find his way around the printed page. Make it clear where he starts. Make it look easy and orderly to read even if there is considerable copy. These conclusions have been split down into fine points such as do not use reverse type under 12 point, etc. (which we won't go

into here). Studies also show that devices like sunbursts, arrows, overabundance of exclamation points, overlapping, or cocked illustrations only serve to confuse the reader, and can give the impression of a low quality, boraxy proposition being offered.

These four examples of basic principles that work in the construction of advertisements can be successfully applied to direct mail. This we have done repeatedly... with documentable proof that we're on the right track in assuming that: 1) *Since we are dealing with the same potential readers, why change the approaches so completely;* and 2) *What appeals to him as he reads his business magazine at the desk will also appeal to him as he reads his mail.*

The other main problem — what appeals are best for certain types of readers — can be solved through the analysis of these studies. Can you sell a universal joint to a plant maintenance superintendent in the same way that you would sell this joint to a design engineer? No. Can you sell drill jig bushings to a purchasing agent in the same way that you would try to sell them to a design engineer? No. Do you sell a set of transmission repair tools to a car dealer in the same way that you sell them to an owner of a fleet of trucks?

No. This is where the studies come in... to help tailor your appeal to the job functions or industries a man is in.

One of the strongest selling points for the use of direct mail advertising is its ability to "pinpoint the prospects." You can capitalize on this ability by aiming your sales messages directly at the interests of your specific market. Take these common product qualities for example, and think which would appeal to such titles as design engineers, architects, car dealer service manager, office manager of a large company... or yourself, as you buy paper or envelopes:

Speed of delivery	Ease of financing
Ease of maintenance	Long life
Service facilities	Ease of operation
Number of standard models	Original equipment
	Safety

Some of the publications offering readership study services have gone so far as to do this analysis for you. They offer checklists of appeals in the relative order of importance that these appeals have to their readers.

Someone might now ask, "This is all very fine; but doesn't it restrict creativity?" The answer is that it does only for the uncreative. Actually, the studies help by giving the creative man a blueprint or map to show him in which direction he can go to be

the most constructively creative. It gives him many clues, suggestions and ideas that he can capitalize upon. This is not to say that he cannot use cartoons, diecuts or any other such "devices." All that is asked is that he stay on the track and *keep them relevant to the selling situation at hand.*

Everyone concerned in the creation of effective direct mail should make use of publication studies, because while they are not a substitute for brains, they do help guide a person considerably better than if he operated completely in the dark. If we compared the advertising creative man of some years ago to a blindfolded man trying to throw darts at a target, we would have to liken today's ad man to one who has the blindfold raised a bit so that he can better see his target and score more bullseyes.

What will the results be for the man working with direct mail? Even if he is sitting there with a good "hand," or product story, but has only a small amount before him for investment in direct mail, he's still very much in the game... because the future has stacked up in front of him many, many more chips to be put on the line for his company. And they're placed with a lot less gamble than they were just a few years ago. ●

CONSISTENT CUSTOMER CONTACT KEEPS LIQUOR STORE PHONE COOKING

DOES IT PAY a liquor retailer to conduct a consistent direct mail campaign? Clarence Schallert, owner of Whitefish Bay Liquor Shop, Inc., 324 E. Silver Spring Drive, Milwaukee, knows it does.

Every week during the last five years, Mr. Schallert has been sending direct mail to a local occupant mailing list which is now up to 17,000. He sends a 10" x 12" stiff, colored card, printed on both sides. In addition, he runs 500 extra copies to pass out to "drop-in" customers.

It costs Schallert \$800 per month to print and mail this simple direct mail. The printer does all the addressing and mailing.

Does it pay?

Schallert says his business has steadily increased during the past five years and his percentage of phone orders has gone up. For instance, his business today is 60% "drop-in," and 40% phone and delivery. Most of the

phone customers have been secured through advertising.

"The minute a new direct mail piece gets in the mail," reports Schallert, "the phone starts to ring; and people begin ordering specials we have advertised in the folder. I think this is mighty good advertising for us."

"However, the fact that we've been doing such advertising regularly for five years means a lot, too. Customers tell us they look forward to getting these direct mail cards because they have a chance to buy liquor, wine and beer specials."

When Mr. Schallert celebrated his twelfth year in business, he issued a special direct mail card about this event... and gave away 50 cases of soda and many other gifts to customers who received the direct mailing, as well as to those who came into the store. The event was a huge success.

For his 12th anniversary, Mr. Schallert also filled an old bathtub full of gin bottles. This display was in the front window and called attention to "Bath Tub Gin." Direct mail copy for the month featured "bathtub gin of the twenties."

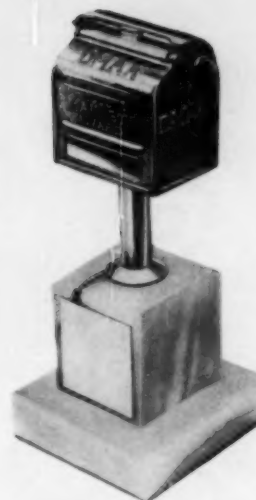
Both Mr. and Mrs. Schallert write copy for these direct mail pieces. The Schallerts both feel they get more for their money in direct mail than through any other advertising. It has increased their business, and they plan to stick with it.

"The biggest volume of phone orders from direct mailings builds up from the second to the fifth day," reports Mrs. Schallert, who handles the books for the liquor store. "After that, orders taper off somewhat until the next mailing. We find that the mailings also serve as reminders to many customers to check on their liquor stocks. Such checking often results in immediate replacement orders."

New and replacement orders from Whitefish Bay Liquor Shop's simple, economical direct mail proves consistent customer contact really pays.

Judged best campaign of the year . . .

ABBOTT LABORATORIES WINS DMAA "GOLD MAILBOX" AWARD



WITH A PORTFOLIO so heavily laden with beautiful, impressive direct mail that you could hardly lift it, Abbott Laboratories of Sheridan Road, North Chicago, Illinois, captured the 1958 DMAA "Gold Mail Box" Award . . . for the most outstanding campaign of the year.

Actually, advertising manager William Pratt's entry consisted of several campaigns for Abbott's diversified pharmaceutical products. The presentation itself was a vivid splash of

color, ink, paper (and money) . . . showcasing a bevy of different formats from fancy die-cuts to simple letters. But all of the showmanship pieces were created for a sound reason.

As Abbott's overall direct mail objectives pointed out:

"The most challenging change in the industry has been the growth of competitive direct mail. . . . Statistics show that an average physician received about 4,900 pieces of direct

mail last year. This was more than double the amount he received five years ago."

Abbott's approach was to create such a dramatic impression that their barrage mailing pieces could not be overlooked in the flood from competition. During the 12 months of the program, Abbott created 10 original pieces of direct mail per month . . . from postcards to elaborate broadsides.

Most of the pieces were designed to support Abbott's extensive sampling operation for new drugs. The continuous flow of direct mail to aid this program encompassed a total master mailing list of 279,459 physicians . . . broken down into 30 different types of specification.

Overall return on all sample offers was 14% . . . and more than a million requested samples were sent to doctors.

While the controversy of whether doctors receive "too much direct mail" still rages, the back of Abbott's winning portfolio was filled with testimonial letters from doctors . . . pointing out that continual direct mail contact is welcome.

The many types of dramatic contact used by Abbott in their sampling program are much too extensive to describe here. But if you missed seeing them on display at the St. Louis Convention, be sure to look over the Gold Mailbox presentation when all the contest winners visit your city.

The Abbott effort is literally an encyclopedia of format, headline, copy and art ideas. ●

Judging campaigns entered in the Direct Mail Advertising Assn.'s 28th Annual Competition were (left to right) Henry Hoke, Jr., Reporter of Direct Mail Advertising; Leonard Bach, Philadelphia Inquirer; William K. Beard, Associated Business Publications; Colin Campbell, Campbell-Ewald Company (chairman of the board of judges); Dwight Rockwell, Mead Papers; Fred Kirby, Foster Advertising; and Robert Fox, St. John Associates. Contest chairman Richard Messner, Marbridge Printing Company, is not shown in the photo. The seven judges selected a total of 58 winners in five different categories. A complete list of winners who received awards at the St. Louis Convention is on page 39.





For the most courageous solving of a difficult problem by direct mail . . .

ALBANY PRODUCTS COMPANY WINS HENRY HOKE AWARD

Reporter Editor Henry Hoke (left) presents the Henry Hoke Award for the most courageous handling of a difficult direct mail problem to James Hinde, (center) Vice President and Sales Manager of Albany Products. Colin Campbell of Campbell-Ewald (right) was the chairman of the Judging Committee. The presentation was made at the Annual DMAA Contest Winners Breakfast last month in St. Louis.



WOULD YOU stick your neck and budget out for a crazy campaign that poked fun at your industry?

The management of Albany Products, Inc. in South Norwalk, Connecticut did . . . and found their judgment was crazy like a fox. It won them many new customers. And it won them this year's Henry Hoke Award, presented annually by this magazine for "the most courageous solving of a difficult problem by direct mail."

As a brand new company in the competitive industrial nut, bolt and fastener field, Albany's problem was to convince engineers there was no need for delivery delays and other bad service factors which existed in the industry.

Albany found their answer in a freewheeling freelance advertising

creator in Seaford, New York, named Max Stern. Max recommended a satirical, off-beat series of pictorial folders which would characterize many different industry situations . . . and build the image of Albany Products as a human, likable organization devoted to industrial field service.

Albany management bought the campaign . . . and Max, using himself as a mad-cap photographic model, created it from start to finish.

While the full story behind the zany series and its success was revealed in *The Reporter's* August issue, the latest sales figures show the campaign increased open account 80% . . . and total sales 14%. This total sales figure was highly significant because competitive firms were down 10 to 40% during the same period.

And shown on next page is a sample of a survey card which Albany

recently mailed to the entire list. The total results of the campaign questionnaire have been typed in on the card. In addition to these findings, Albany salesmen found that 30% of the recipients of the off-beat folders had them posted on their walls.

All of these results were accomplished by a new company with no advertising expenditure other than direct mail. This firm took a \$20,000 gamble on approaching engineers with an amusing, entertaining series . . . filled with fun as well as facts.

Through their refreshing and courageous effort, Max Stern and his client proved you *can* sell nuts and bolts with something much more exciting than the unusual industrial "nuts and bolts" approach. ●

This readership survey card mailed to Albany Product Company's complete 12,000 list is filled in with a summary of its latest return. In addition to the findings shown here, Albany salesmen and manufacturers' reps reported approximately 30% of the recipients posted the zany Max Stern folders on their walls.

Please?

We need your advice . . .
We'd like to believe that these monthly folders we've been sending you are entertaining, informative, constructive and watnot. However, we'd like to be **SURE!**
So . . . won't you please take a minute to check the appropriate squares on the attached card and drop it in the mail? We'd be most grateful.

from (Impression of address stencil here)

Number of replies received - 1,153

Don't change it! And keep sending it to me! 91%

Doesn't move me one way or t'other but keep sending it if you like. 8%

I hate it! And stop sending it to me! 1%

Would suggest these changes: 7% made comments here, broken down as follows:
Sober - 10%, Jocular - 7%, Laudatory - (the applause was not here solicited)

- 83%. See attached sheet for typical comments in each of the categories.
You're reaching the wrong firm. We have no occasion to use stainless fasteners. 6%

You're reaching the right firm but the wrong guy. Suggest you send the folder to: 5%

a. _____ b. _____

Correct the address as follows: 3%

COMPLETE LIST OF AWARD WINNERS IN DMAA'S 28TH ANNUAL "BEST DIRECT MAIL" CONTEST

Tops In Direct Mail Campaigns For 1958:

Virginia Electric & Power Co., Richmond, Va.
Eagle Pencil Company, New York, N. Y.
NBC (Radio), New York, N. Y.
Talan, Inc., New York, N. Y.
Lederle Laboratories, Pearl River, N. Y.
Beech Aircraft Corp., Wichita, Kan.
This Week Magazine, New York, N. Y.
Otis Elevator Company, New York, N. Y.
Gen'l Electric Co., Western Springs, Ill.
Olin Mathieson Chem. Corp., W. Monroe, La.
G-M Corp., (Chev. Motor Div.), Det., Mich.
Kimberly-Clark Corp., Neenah, Wis.
Albany Prod. Co., Inc., S. Norwalk, Conn.
(Henry Hoke Award Winner)
Ampex Corporation, Redwood City, Calif.
Eli Lilly & Company, Indianapolis, Ind.
McCormick-Armstrong Co., Wichita, Kan.
James Gray, Inc., New York, N. Y.
P. H. Glatfelter Co., Spring Grove, Pa.
New Holland Machine Co., N. Holland, Pa.
E. F. Schmidt Co., Milwaukee, Wis.

America-Standard Corp., Warren, Ohio
Redbook Magazine, New York, N. Y.
Manpower, Inc., Milwaukee, Wis.
Chilton Publ. (Motor Age), Phila., Pa.
Chilton Publ. (Aircraft & Missile Mfg.)
Lasky Company, Newark, N. J.
Cessna Aircraft Company, Wichita, Kan.
Harris-Seybold Company, Cleveland, Ohio
Ford Motor Co. (Merc. Div.) Det., Mich.
NBC (TV), New York, N. Y.
McGraw Hill Publishing Co. N. Y., N. Y.
J. J. Case Company, Racine, Wis.
Capital Airlines, Inc., Washington, D. C.
TV Guide, Rednor, Pa.
Mead-Johnson, Toronto, Ontario, Can.
Western Env. Corp., San Francisco, Cal.
Esso Corporation, New York, N. Y.
Abbott Laboratories, Chicago, Ill.
(Gold Mailbox Award Winner)
McGraw Edison Company, Gaensburg, Pa.
Okla. Whlse. Furn. Corp., Okla. City
American Mail Adv., Inc., Boston, Mass.
Parade Publications, Inc., New York, N. Y.
Minn.-Honeywell Reg. Co., Minn., Minn.
Ampex Corporation, Redwood City, Cal.

Tops in House Publication Campaigns For 1958:

Abbott Laboratories, North Chicago, Ill.
Massey-Ferguson, Inc., Milwaukee, Wis.
G-M Corp. (Chev. Motors Div.), Det., Mich.
Le Tourneau-Westinghouse, Peoria, Ill.

Tops In Low Cost Budget Campaigns For 1958:

Christian Dior Stockings, New York, N. Y.
Monogram Art Studio, Inc., N. Y., N. Y.
Dick's Center Service, Milwaukee, Wis.
Knickerbocker Prod. Co., Dayton, Ohio

Tops In Mail Order Campaigns For 1958:

Heath Company, Benton Harbor, Mich.

Tops In Letter Campaigns For 1958:

NBC (Pacific Div.), Hollywood, Cal.
First & Merchants Natl. Bank, Richmond, Va.
Sunkist Growers, Inc., Los Angeles, Cal.
Time, Inc., New York, N. Y.

A PREVIEW OF NEW DMAA LIST CODE



This is a condensation of an important report presented at September, 1958 meeting of The Hundred Million Club of New York

by Boyce Morgan

Boyce Morgan Associates, Inc.

SOME OF YOU WILL RECALL that a year ago I had an article in the September issue of *The Reporter of Direct Mail Advertising* entitled "What's Wrong with List Testing?"

I wrote that article because, over the preceding year, we had encountered a series of incidents which had convinced us that there was very great need for improvement in the information furnished to mailers by list owners, and in their handling of tests and of list rentals generally. In a couple of cases, some pretty dubious ethics were involved. But generally, the trouble lay not in ethics, but in ignorance of carelessness on the part of list owners, both in furnishing information about their lists to prospective users, and in handling list orders.

We all know that human errors are inevitable. But it seemed to us at the time that the percentage of errors made on list rentals by both the mailers and the list owners was entirely too high . . . a lot higher than they usually are in other departments of a well-run business. Errors made by the list owners included failure to acknowledge our orders, material returned late, keys interchanged, the wrong list addressed, material badly packed so the cartons broke open, material returned without identification, etc.

But even more costly to the mailer are the bad practices often followed by list owners in furnishing list information, and in keeping records of tests and partial runs on lists. This accounts for those incidents where we have unknowingly tested the same list two or three times under different names . . . where we have tested a list that we never would have tested if the information furnished had been complete and accurate . . . where names have been re-used too soon because of bad record keeping . . . where competitive offers have gone out on top of each other because of a mailing date violated, etc.

The more we studied this list situation, the more we became convinced that in no other area of direct mail

operations was there so great an opportunity for improvement.

Main Objectives Of The Code:

With the increase in Third Class postal rates becoming effective January 1, and with other costs in an upward trend that apparently has no end, it is absolutely vital for many mailers both to improve their results and to reduce their operating costs. And I know of no other phase of direct mail operations where *both* these objectives can be accomplished at the same time, as they can be by the improvement of mailing list procedures.

● *That improvement is one main objective of the new Mailing List Code.*

I suppose that in any business which has grown as fast as the list rental business has, and which is as loosely organized as this business is, some bad practices are bound to creep in. Whatever the reason, the fact is . . . standards of ethics in this business have not been high. We have permitted practices to exist which would not be tolerated by the companies we represent in any other phase of their operations, or in other types of advertising. We simply can not expect direct mail to have the respect and the prestige that other media enjoy if we, the leaders in the direct mail field, are willing to operate on an ethical level which the other media would not tolerate.

● *So there is the second reason for the new List Code . . . the long-range reputation and prestige of direct mail.*

How The Code Will Work:

Suppose you own a list which you are considering renting for the first time. You'd like to know what information about the list you should furnish to the list broker, and through him, the prospective user.

Under Section II, "Obligations of the List Owner," you turn to sub-section B, "Information Furnished Prospective Users." The first subject covered in that sub-section is

"Nature and Quantity of Names Available." Here's what the Code says on that subject:

A. The name under which a list is offered will be an accurate reflection of the nature of the list . . . buyers, subscribers, expirations, inquiries, prospects, business executives, home owners, automobile registrants, etc. These terms will be used in the meanings commonly accepted and understood by mailers.

B. The quantity will be an accurate statement of the names available at the time the list is offered, within a margin of 5%.

C. Where a list includes names of more than one type—e.g., customers and prospects, subscribers and expirations, long and short term expirations, paid and controlled subscribers, etc.—the list owner will specify as accurately as possible the percentage of total names available in each category, and state whether or not they can be separated.

D. As much additional information as possible will be provided to help prospective mailers evaluate the list—age, sex, economic status, business position, nature and price of product purchased, other mailers who have used the list successfully, etc.

E. If substantially the same list has previously been offered by the present or a previous owner under a different name, that information will be included in all offerings of the list.

F. If any copy of all or a portion of the list has been in the past, or is in the future, sold or otherwise turned over to any mailer on anything but a one-time rental or exchange basis, that information will be included in all offerings of the list.

G. If any substantial change occurs in the nature or size of the list, such as an addition or deletion of certain names, rearrangement, change in addressing method, etc., that information will be given promptly to all mailers who are currently using the list and to the list brokers.

How The Code Will Be Enforced:

The Code is a practical working tool, giving you specific guidance in operating methods that will reduce errors and save time and expense for everyone concerned. It is definitely *not* a collection of fine-sounding ethical pronouncements, to be given pious lip service by DMAA members, and then shoved in the bottom of a desk drawer and thereafter forgotten or ignored.

This leads directly to the enforcement section of the Code, Section VI.

When the Code is mailed out to DMAA members, they will be asked to voluntarily subscribe to it by signing a suitable statement, saying they will comply with such of its provisions as apply to their operations. The names of all members who subscribe to the Code will be on file in DMAA's offices, available for inspection by anyone interested.

But the real enforcement of the Code depends on "List Certification Committee," composed of four mailers, a list owner and a list broker. Groups of mailers who use the same type of mailing lists can form a Certification Committee if they so desire. The Code spells out how they can form such a Committee and have it approved by the Board of DMAA.

Then any list owner who wants to have his list Certified as complying with the Code, will sign a suitable statement of compliance, and submit it to the Committee. The Committee will then certify the list, assign it a certification number, and notify the owner and all list brokers handling the list that it is now a "DMAA Certified Mailing List." From that time on, all cards which go out to prospective mailers on this list will bear the DMAA Seal of Compliance, and the Certification Number. The Seal will tell the mailer that the list owner complies with the Code, and the Certification Number will identify the list and prevent it from being confused with any other list of similar name and nature.

Should any mailer have reason to believe that a Certified list owner is violating the Code, he can notify the Certification Committee, which will investigate. In most cases,

such investigation should be enough to induce the list owner to correct any violation of the Code. But if an owner repeatedly violates the Code, the Committee can withdraw its certification of the list by a two-thirds vote of the Committee Members.

(Personally, I think the occasions when a Committee will need to withdraw the Certification of a List will be pretty rare. List Owners will generally observe the Code because they will profit financially if they do, and suffer financially if they don't. And most mailers will observe the Code because it will help them operate more efficiently, reduce errors, and save money.)

Many People Helped Form The Code:

I'd like to take this opportunity to thank publicly a number of people who played important parts in the development of this List Code.

Low Kleid of Lewis Kleid Company; Ted Bihler, DMAA board chairman; Red Dembner of *Newsweek*; Bertha McGuire of Planned Circulation; and members of the Business & Financial Mailers Group all were instrumental in getting the ball rolling. And from the B&FM group I particularly want to thank Leslie Davis of Dow Jones, who took the initiative in getting individual letters of endorsement from the other members.

In the preparation and revision of the original draft of the Code, I got many valuable suggestions from friends in Washington—Harry Hites of Kiplinger, Guy Yoltan of Nation's Business, Ferd Nauheim of Kalb Voorhis, Troy Rodlun of Troy and Dorothy Rodlun, and Fred Kellam of U. S. News and World Report.

And Edith Houbert of my own organization was the greatest contributor of all. She handles our list work, and her day-to-day observations on the actual firing line, her ideas on how list rental procedures could be improved, were invaluable in drafting the Code.

How You Can Help Make The Code Successful:

And now, let's talk about what I hope will happen when you get your copy of the Code. Please read it with this thought in mind: In its present form, the Code certainly isn't perfect; and you probably won't agree with everything in it. Undoubtedly it will be revised and improved in the light of experience.

But I do hope that you will approve of the Code in principle . . . and that you will agree that it can potentially be very valuable to the industry. A Code of this kind can not be one whit better or stronger than the willingness of the people who believe in it to support it. You can do this in three ways.

● First, you can individually subscribe to the Code merely by returning a form that will be included when it is mailed to you.

● Second, if you are a mailer and if you think your segment of the industry should have a List Certification Committee, you can get together with other mailers in your field and form such a committee.

● Finally, if you are a list owner, you can apply for certification of your list to the proper Certification Committee.

I am convinced that the Code can be a great thing for our industry as a whole. I believe it can be of tremendous help to us individually in our constant efforts to do our jobs better . . . and get better results from our direct mail.

I sincerely hope you'll be for it. ●

Here's more proof that "there's plenty of opportunity for building a new business supported by mail order ..."

HOW A YOUNG COLLEGE STUDENT FOUND SWEET SUCCESS IN A FRUITCAKE

by Henry Hoke, Sr.

A FOURTEEN-YEAR-OLD FELLOW named Jerry Carver in Houston, Texas, liked his mother's fruitcake so well . . . he started promoting it among neighbors and friends. By the time he was sixteen, sales were coming fast. He sold 600 pounds that Christmas season. By the time he was ready to go to the University of Texas he was really branching out. Bought a cook shack for his backyard with a four-unit oven with money he had saved already and \$900 borrowed from his dad who thought he was a good risk. His Christmas volume that year skyrocketed to 2,200 pounds.

Later on, during the school period, he had to branch out again at the rear of a small office building owned by his dad. He dubbed his new firm "Mrs. Carver's Homemade Fruitcakes." Jerry has finished his formal education at the university where he majored in business administration. He paid his own way through with fruitcake sales and paid back every cent loaned to him by his father.

His mother no longer bakes the cakes for which Jerry has designed unique packaging. But she does insist on supervising the mixing of the batter. The supervising staff now numbers five. Jerry handles all contact and sales work; a retired baker runs the kitchen. The business is now selling more than 100,000 pounds of fruitcake each year and employs as many as 55 cooks, packers and shippers during peak periods. A big lump of the business comes from stores or from business firms who use the cakes for gifts. But there are many individual shipments too.

Jerry writes homey letters like those shown here. He sends them to gift purchasers and stores. They don't sound exactly like the run-of-mine,



Mrs. Carver's
HOMEMADE FRUITCAKES

5817 NORWIC STREET
HOUSTON, TEXAS
Established 1918

Gift Givin' & Good Eatin' Time

Hi there friend ...

No, it's not snowing outside nor is Santa Claus descending down your chimney, but Christmas is on the way just the same. It's time to prepare --- to hustle and bustle and order your goodwill Christmas gifts!

And Mom is already bustling for you ... she is out in the kitchen baking up a storm ... creating her **SENSATIONAL NEW FRUITCAKE MINIATURES** so you can be a totop man on the gift givin' totem pole. Oh, how those lucky people who receive this rare fruit-and-nut delicacy will love you! The minute they take the first luscious bite they will be your bosom buddy for life.

For the past 40 years now, Mom has been baking the world's most delicious and unusual fruitcakes --- baking more cakes every year for the thousands of customers who annually say to her "Bake me more of those fabulous fruitcakes, just like you baked last year".

The reason everyone thinks Mom's fruitcakes are something special is because her "ultra quality" all fruit-and-nut delicacies really taste scrumptious. This is natural since Mom blends 64% rare imported fruits with 20% plump Texas pecans and nuts, and then adds 16% pure homemade batter. Why, Mom wouldn't consider using cheap fillers --- absolutely no raisins or currants. And Mom bakes two different kinds of fruitcakes: The **DARK**, "old fashioned" rum and spice fruitcake and the delightfully mild **LIGHT** fruitcake. Umm, each slice just melts in your mouth.

And I am prepared to work for you too. I'll take care of gift packing, signing a greeting card, and prepaying the postage to any point in the U.S.A. All you need to do is send a list ... I'll do the rest.

Time's a wastin', please send your order today! Order several for your own Thanksgiving & Christmas table as well as your gifts. Just fill out the enclosed order-form envelope (the pink one) which requires no postage, and mail it back to me **TODAY!**

Sincerely,

Jerry Carver

P. S. Want to sample it before you buy? Use the enclosed "Trial Cake Offer" on the inside flap of the reply envelope.

Mrs. Carver HOMEMADE FRUITCAKES

December 2, 1957

8817 NORVIC STREET
HOUSTON, TEXAS
ORchard 2-7547

Stein's
2 South River Street
Aurora, Illinois

ATTENTION: Purchasing Agent
Gentlemen,

Just a short note to let you know that there is still plenty of time to re-order our cakes for your rush selling season.

We are very enthusiastic about the reception our sensational fruitcake MINIATURES and ring fruitcakes are causing all over the country. We are getting letters, wires, and telephone calls from all over the country telling us about the wonderful customer reaction to our merchandise. Many stores have already re-ordered several times. One of the buyers told me by telephone today that the girls in her department were so pleased with our cakes that she could not get them to even show any other fruitcake. She said our fruitcakes were selling like hotcakes.

IMPORTANT NOTE: Our fruitcake MINIATURES packed in bulk have developed into a sensational seller and a wonderful leader item to our larger cakes. Many individuals and business firms are buying these bulk MINIATURES by the case for parties. Since they are an entree to our larger cakes, we have decided to make a special deal on the bulk MINIATURES. The present cost on our bulk MINIATURES is 10¢ each. However, if you will agree to retail them as a leader item at 15¢ each, I will sacrifice my profit on this item and sell them to you for 9¢ each or \$19.44 per case. You can order these bulk MINIATURES in either all light, all dark, or mixed light and dark. The MINIATURES are packed in attractive trays that are suitable for counter displays. Each tray is over wrapped in cellophane. Since each case of MINIATURES weighs 23½ pounds, an advisable minimum shipment would be five cases. Be sure to order this item since it will greatly help the sale of your other cakes.

Now and I want to wish you a most successful Christmas Season.

Sincerely,
Jerry Carver
Jerry Carver
Carver Foods Company

P.S. The time is very late, so why not place your order today on the enclosed Air Mail reply card. We'll ship your order the very day received via direct fast truck express.



Mrs. Carver
HOMEMADE FRUITCAKES

December 3, 1957

8817 NO
HOUST
one

Mr. Retail Account
123 Main Street
Houston 2, Texas

Dear Mr. Retail Account:

Recently one of our fruitcake packages was shipped to you as a HOLIDAY GIFT from Mom and me.

We certainly hope that you will enjoy it. It will come in especially handy for serving during this festive time of the year. I do hope that when you pass it around you will take note of the enthusiastic reception it receives....it is a most unusual fruitcake package, and most delicious.

Mom's own innovation, the FRUITCAKE MINIATURE, is the only new twist to fruitcakes in the last 200 years. This unique package has made a hit as a gift all over the country...we are actually receiving letters from all over the world praising this beautiful and luscious package. Each little fruitcake...whether light or dark... "battered" with delicious rum spread sauce, is a connoisseur's delight.

Now and I would certainly appreciate your order for our fruitcake packages for your Christmas gifts. The enclosed color brochure shows our complete line. Why not place your tentative order today on the enclosed pink tentative order form...it needs only your signature and an estimate of your requirements. Your actual list and actual requirements may come in at a later date. If you prefer, you can simply give me a telephone call at Orchard 2-7547. Thanks so much!

Sincerely,

Jerry Carver

JC:lab

P.S. Whether your order is for one cake or one hundred, we are glad to take special care of it.



Mrs. Carver
HOMEMADE FRUITCAKES

8817 NORVIC STREET
HOUSTON, TEXAS
ORchard 2-7547

Gift Givin' & Good Eatin' Time
with Fruitcake MINIATURES

Hi there, dear Friend...

My Mom baked your fruitcake for you last year...

... you will remember receiving it as a Christmas gift from one of your thoughtful friends. This year Mom asked me to write and ask you if you might want to use her cakes for your Christmas gifts, or you might want some extra cakes for holiday serving. Naturally, you need lots more fruitcakes this year to feed all those hungry friends who have learned that you serve the world's best tastin' fruitcake.

And it's no wonder that you and your friends find Mom's cakes so luscious. For the past ten years now Mom has continued to use her own particular baking skill to provide you with "ultra quality" all fruit-and-nut delicacies that really taste scrumptious. This is natural since Mom blends 60% rare imported fruits with 20% plump Texas pecans and nuts, and then adds 100% pure homemade butter-batter. Why, Mom wouldn't consider using cheap fillers...absolutely no raisins or currants. Mom still bakes the two different kinds of fruit cakes: the DARK "old fashioned" rum and spice fruitcake and the delightfully mild LIGHT "fruit flavored" fruitcake (no rum or spices). Mommmm each slice just melts in your mouth. Why not try both kinds this year!

Also, Mom is again offering her sensational new innovation, her own FRUITCAKE MINIATURE package with tasty rum sauce. This package contains a mixture of light and dark little fruitcakes in serving size. Mom also offers her unusual Petit Four layer cakes... delicious little chocolate covered layer cakes using the original European recipe.

Prices are the same as last year. All prices include gift pack, signed greeting card, and postage to any point in the U. S. A. Why don't you let Mom's fruitcakes make you top man on the gift givin' totem pole this year. Oh, how those lucky people who receive this rare fruit-and-nut delicacy from you will love you for it! The minute they take the first luscious bite they will be your bosom buddy for life. And they are so simple to give; just fill in your list on the enclosed order from envelope (the pink one) which requires no postage and mail it back to me.

Time is a wastin', please send your order today! Don't forget to order several for your Thanksgiving table as well as for Christmas and for your gifts.

Sincerely,
Jerry Carver
Jerry Carver

P.S. So you won't forget, why not order right now...and avoid the last minute rush!

high-pressure mail order appeals... but they work and are building an even bigger business.

Just goes to prove again that there's plenty of opportunity for building a new business supported by mail order. But it isn't as easy as the "franchise" promoters claim. You've got to have an exceptional and acceptable product, an intelligent understanding of business and enough money to carry through... plus a willingness, or energy enough, to work hard for unending hours.

Reporter's Note: Last month, in "Profile of 'A Lady Who Did It'" on page 52, we told how Erhel Young built a successful mail order gift business... "with a keen sense of merchandising." This story makes a good follow-up, for it's about a young fellow in Texas who has mastered the same business-merchandising know-how. While many life savings are lost by people falling for rackets promising to make them a fortune from their kitchen table, Jerry Carver's success (from his kitchen) proves there's still room for beginners... if they're willing to learn the ropes like he did.

COLOR CHIP SELF MAILERS SELL FOR MINNESOTA PAINT DEALERS

*22 different color inserts
create customers for
3,000 paint retailers*

SELLING PAINT in retail stores demands constant in-store color sampling and demonstration . . . suggesting decorative ideas for consumers.

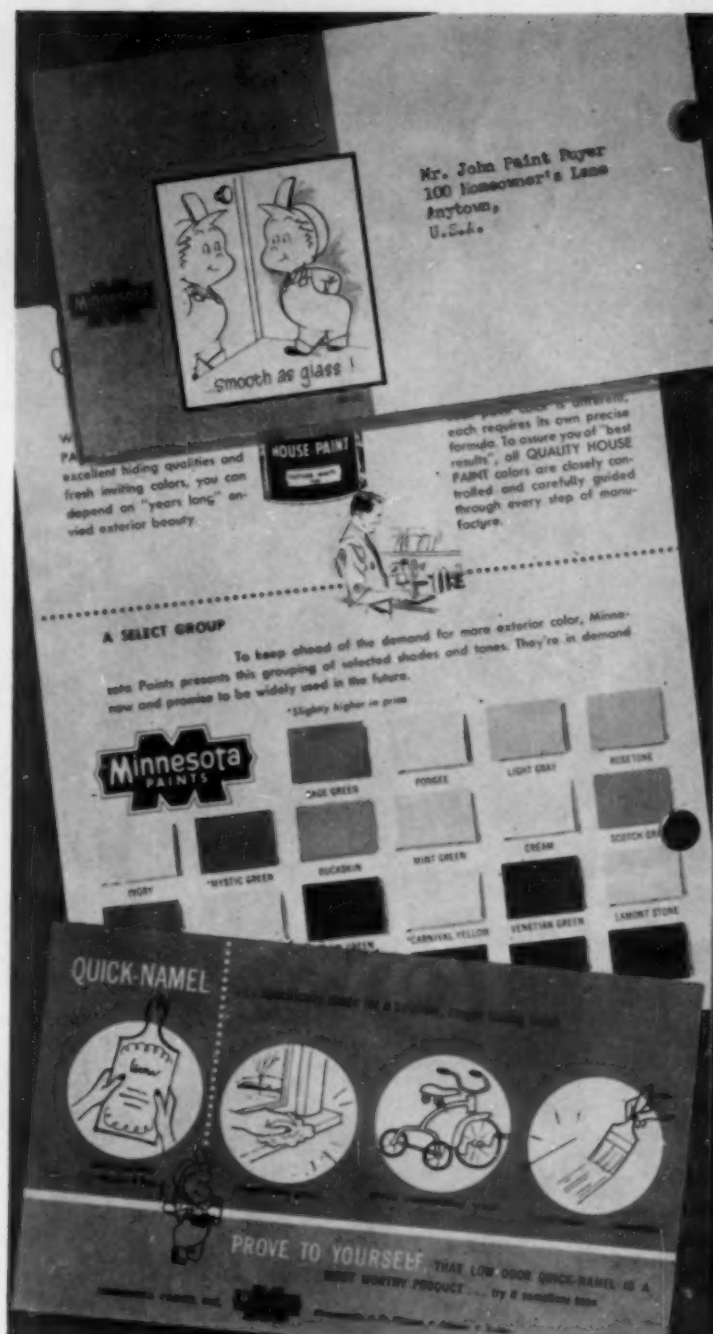
Minnesota Paints, Inc., 1101 3rd St., Minneapolis 15, Minn., helps their 3,000 nationwide paint dealers sell with external samples . . . high-quality color chips showcased in direct mail self mailers. While the format of the mailers is standardized (double postcard size, printed in blue, red and black), 22 different color inserts inside sample MP's flat enamel one month, gloss the next month, then house paint, etc.

With cartoon teaser copy on the address side and painting tips on the reverse, the dealer promotion gets plenty of attention and action from homemakers bent on redecorating or improving their homes.

"This direct mail is one of our main types of advertising," says Minnesota Paints advertising manager Jerry Hager. "Through the media of quality color chips, popular clean colors are placed before the potential paint customer for his inspection."

By giving the customer a sampling "inspection" right in his own home, local dealers have found increased demand for Minnesota Paints in their stores.

And they find the simple but steady cards are easy to use. Most MP dealers use them both for local prospect mailings and for inserts in monthly statements to customers. Commenting on popularity of the cards among dealers, Jerry Hager tells us his monthly supply



Cartoon teaser (top) catches the recipient's eye . . . leads him into center of Minnesota's self mailer featuring 22 different tipped-on color chips. Back of self-mailer (bottom) illustrates paint uses and benefits.

has to replenished time after time. And, he adds:

"The color card mailers have been very successful for us. People, especially people who use paint, are very interested in color. Because these mailers illustrate and sample color in the home, the response for dealers is very high. So are our sales." ●

Masterpieces

To all the world the name Stradivarius means perfection in the art of violin making. The genius of Stradivarius and his dedication to his craft created the world's most cherished violins; masterpieces that have remained unrivalled and unchallenged for centuries.



...of Fine Business Papers

The ALL NEW

Atlantic Bond



EXCELLENCE IN FINE PAPERS



Genuinely watermarked for better printing impressions

NEW PULPS • NEW SHADE • NEW PACKAGING

The ALL NEW Atlantic Bond is the Genuinely Watermarked Bond with the Substance Weight, that lends dignity and charm to the finished printed product. You will find this sheet of Atlantic Bond superior in finish and dimensional stability with excellent erasure qualities . . . a masterpiece by Eastern in the paper making art.

Atlantic Bond is a modern business paper, made from fine pulps, in the finest and most modern mill in the industry. Electronically controlled Atlantic Bond assures you uniform quality for today's modern high-speed presses.

EASTERN CORPORATION, Bangor, Maine • Mills at Brewer and Lincoln, Maine

UPGRADING LETTER COPY



by Paul J. Bringe
Milwaukee Dustless Brush Co.

These days we are asked questions by business, government, Gallup and Elmo Roper among others. We are accustomed to telling what cereal we eat, what mattress we sleep on, what TV channel we are watching and how we brush our teeth. There was a time when certain questions could not be asked but Kinsey changed all that. Seems people will answer any questions and are eager to be asked.

The questionnaire has been over-used and misused in direct mail. The supposedly anonymous survey now carries your name and address right on the answer form and yet the questioner blandly asks you to believe the survey is for statistical purposes only. He thinks if he honestly says he is looking for prospects, his returns will drop. So they will, but those he comes up with will be prospects a salesman welcomes instead of sneers at.

This letter sets out on an ambitious task — to get answers to 42 questions many of them about such personal things as how long you have been divorced, what your income is and what church you attend. The questionnaire does not carry any identifying name — the writer says the information will be confidential. Yet there is a rubber stamped serial number on the question form. I'll wager that little rubber stamp cut returns

AFTER

Dear University of Wisconsin Alumnus:

Will you contribute ten minutes of your time, right now, to help the University? The information we seek can't come from just anyone -- it must come from you to be of any value.

With constantly increasing leisure time and changing work activities, the University believes it can be of greater help than ever before. We want to offer more help to present and future students and also to past graduates like you -- to make the University much more useful to adults in Wisconsin.

To do this we need answers to 42 questions on the enclosed form. Now, 42 questions may seem like a lot of work. Actually, it isn't because a simple check mark is all that's needed for most of them. Ten minutes should do nicely.

Some of the questions may seem rather personal. But we don't want your name -- the information you give will be anonymous and will never be used for any other purpose.

Will you take that ten minutes right now to get this information on the way back to us? In a few months you will see the result in better University service to all.

Thanks for your cooperation.

Sincerely,

BEFORE

Study of Adult Life

206 EXTENSION BUILDING
THE UNIVERSITY OF WISCONSIN
MADISON 6, WISCONSIN

STUDY DIRECTOR
BURTON R. KRITLOW
PROFESSOR OF EDUCATION
RESEARCH DIRECTOR
EUGENE A. FRIEDMANN
ASSISTANT PROFESSOR OF SOCIOLOGY

April 14, 1958

Dear University of Wisconsin Alumnus:

Circling overhead at this moment are two or more earth satellites whose mission it is to tell us more of the outer reaches of our earthly environment. Yet in many important respects we know less of the beings who inhabit the earth below than we do of outer space.

Unlike his colleagues in the physical and biological sciences, the social scientist is usually unable to bring into his laboratory, for close study, those groups he would like to learn most about. Instead he must reach them--where they are--to gain information about them. And he must depend upon their cooperation in filling out his questionnaires or other instruments he uses to obtain his knowledge.

In particular, we are interested in changing patterns of work, family, and leisure activities --and in your current pattern of interests. We hope to gain a better understanding of the pattern of adult life and also to determine what role the University can play in serving the adult in today's world.

Your name has been drawn as part of a systematic sample of University of Wisconsin alumni. The accuracy and usefulness of the information we get from the study will depend in large measure upon the cooperation which we receive from each member of our sample. We are asking you to help us in this study by completing and returning the enclosed questionnaire at your earliest convenience.

Your replies will be treated in strictest confidence. No information will ever be released that could possibly reveal the identity of any individual respondent. Nor will the information be used for any form of alumni solicitation.

All of the questions can be answered either by a simple check mark () in the appropriate space, or else by a short statement.

Thank you for your participation.

Very truly yours,

Eugene A. Friedmann

Eugene A. Friedmann
Research Director

RAF: GWC
ENCLOSURE

by 50%. After all, the people he is questioning are university graduates and should be able to recognize loaded dice when they see them.

The first two paragraphs contribute absolutely nothing to the job to be done. In fact, reading them should help to swing the arm over to the waste basket. The letter might well begin with the fourth paragraph with the third inserted after it. However, in view of the language used throughout, perhaps it is much better to start over.

This writer has an advantage most of us do not have. The reader is a graduate of the University and presumably still has enough school spirit to cooperate with any reasonable request. The opening of the letter should use that advantage and impress the reader with the importance of his answers.

Then comes a simple statement of why we want the information, along with the mild promise of a benefit. Next comes the job of convincing the reader that answering 42 questions really isn't much work. 42 of anything is a lot and he needs some assurance he won't be at the task all morning. Then he needs assurance the information sought is completely impersonal. To give it to him, the rubber stamp number must come off the form. Then a gentle prod to do it now along with another mild promise of a benefit.

The reader's superior education is never an excuse for four syllable words and professor lingo. The reader was glad to forget all that the day he graduated. He doesn't want to start studying all over again just to answer someone's questions.

When next you send out a questionnaire, check it carefully against these points:

1. Keep the language simple and straightforward.
2. Keep it honest — don't claim "statistical survey" when your purpose is a selfish one.
3. Try to give your reader some benefit or reward for answering.
4. Make the questions easy to answer — preferably "yes" or "no" check marks.

Incidentally, I have tested a number of times to learn the value of stamps affixed to the reply envelope as against business reply envelopes. It's never made a bit of difference — except in the cost of the mail.

"Let's open the Hammermill envelopes first"



WHIMSICAL, yes, but your letters *do* get faster attention when you send them in envelopes that look important and feel important.

Whether you're sending executive letters, "company" letters, or letters for mass mailings, there's a Hammermill envelope that's just right to carry the mail. And when you buy Hammermill envelopes, you know you are getting the same reliable quality found in all Hammermill papers.

YOU CAN GET HAMMERMILL QUALITY IN 3 GRADES OF ENVELOPES

COCKLETONE BOND—When you really want to make an executive impression, it's hard to beat Cockletone Bond letterheads. And Cockletone Bond Envelopes match the letterheads perfectly — help create an atmosphere of good taste for your executive and professional correspondence, and other "very important" mailings. Their distinctive snap and heavy feel say "quality" at first glance.

HAMMERMILL BOND—The smoother, more level surface of Hammermill Bond Envelopes means better-looking typing and printing—gives all of your regular office correspondence a crisp, important look. Hammermill Bond Envelopes are available in white and in 13 "Signal System" colors that match those of Hammermill Bond.

HAMMERMILL WOVE—Here's a superior white wove envelope that looks a lot more expensive than it really is. For mailings of hundreds, or hundreds of thousands, Hammermill Wove Envelopes are constructed to provide easier handling and neater, more positive sealing. They also have enough body to keep looking good right up to the time they are delivered. Hammermill Paper Company, Erie, Pennsylvania.



HAMMERMILL ENVELOPES

S-T-R-E-T-C-H

**YOUR DIRECT
MAIL DOLLARS!**

**Personalized
LETTERS**

AS LOW AS



**7½¢
EACH**

YOU GET ALL THIS:

- Letterhead One Color on 25% Rag Bond
- Selection Fully Personalized
- Letter With Typewriter Impression
- Signatures in Blue Ink
- Letter Folded and Inserted
- You Get Printed Envelope
- Your Postage Applied

**WRITE FOR PARTICULARS
GIVING YOUR REQUIREMENTS**

*Price on Five Mailings of 25,000 Each.
Two Mailings of 2,000 Each as Low as 13½¢.

**Personalized
LETTERS**

404 E. Capitol Ave., Little Rock, Arkansas
Telephone FRanklin 6-2451

**WE COLLECT
MAIL-ORDER
ACCOUNTS**

For such concerns as you see listed below—many of whom have used our service for 25 years or longer.

The method—kindly but firm—putting on pressure as the system progresses—getting results where others fail!

The cost—straight commission basis—No Collection—No Charge!

We'll be glad to send you the facts—and they'll prove interesting.

ARROW SERVICE
9 Yates Street

Schenectady 5, N. Y.

—Among Those We Serve—
Atlantic Advertising Co., Inc. •
Miles Kimball • Union Pencil
Co. • System Bible Co. • C. V.
Mosby Co. • Robert James Co.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Kudos to the St. Louis DMAA Convention Program Committee for the emphasis placed on creativity during the convention just passed.

I can't remember a convention where there was so much talk about copy. And most of it was brought about by the recent postage increase. Most users of direct mail are convinced they must use more effective appeals, copy that talks sense, copy that sells.

The chances to reduce the cost of mailing are dwindling, what with the postage increase, high production costs, increased mail competition, and such.

Those who have read Henry Hoke's report on the postage situation, giving excerpts from all and sundry on what they thought about it will conclude, I'm sure, that **MORE PULLING POWER PER PIECE** was in the minds of most of those who contributed to the report.

The St. Louis Program Committee immediately recognized improvement of copy as being a vital and timely subject. And they made the most of it during the convention.

I'm sure most of those who attended went home with fresh, new ideas, plus a determination to test copy as well as color of envelope, tilt of indicia, format, mailings lists, and other elements that make up the direct mail package.

Convention Thoughts

At each DMAA convention I attend I'm more and more impressed with the "open handedness" and "open mindedness" of DMAA members.

Plans are made months ahead to line up good programs. The Committee feels out participants in the programs with letters asking if they will serve. Then, many exchanges of letters take place while the participant discusses his part in the program—what he is supposed to do, how he is supposed to do it, what he can do that will be helpful to those assembled. Finally, the whole thing crystallizes and there's the program.

That's the formal part of the DMAA convention. But here, more than at

any other convention I've ever attended, you'll see little groups in serious discussion. They may be sitting in the corner of a noisy lobby. Or in a hotel room. Or with heads together during the sessions. What are they talking about? They're swapping ideas.

Direct mail is referred to in the press as an industry. As Henry Hoke has said so many times, it is not an industry at all.

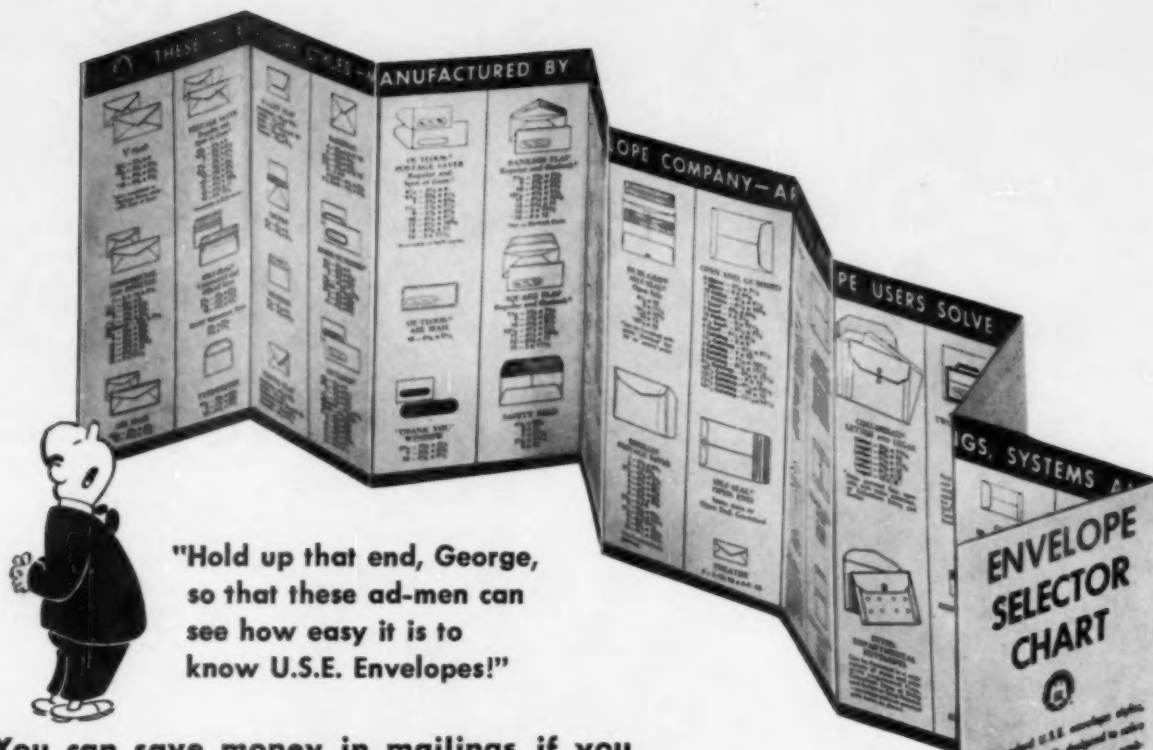
While users of direct mail have similar problems, they come from every imaginable line of business. Often the fellow using direct mail to promote the sale of farm machinery will get an idea from another member whose life is spent selling ladies' hosiery. The person who sells his product or service entirely by mail can provide an idea to the fellow who uses his direct mail to get inquiries for salesmen.

The thing that impresses me is—everybody is willing to tell whatever secrets of success he has worked out. And in so doing he gets 2 or 3 so-called secrets from whomever he is talking to.

Then there's the additional bonus DMAA has to offer those who attend the conventions. Getting acquainted. Many lasting friendships begin at these conventions. And correspondence between friends who have met at the convention continues for months or years to come. And this swapping of ideas goes on and on by correspondence.

There also seems to be an atmosphere of friendliness permeating these annual get-togethers. The person attending his first convention soon feels free to buttonhole people at the convention—people he may have heard of or read about. The Horace Nahms, John Yecks, Max Rosses, Henry Hokes, Paul Bringes, Arthur Martin Karls, Art Burdges, et al, are no longer just names. They are human beings to these new conventioners.

They give freely of their knowledge, help the newcomer avoid costly mistakes. They offer suggestions the newcomer can get in no other way. And this exchange benefits the Nahms, Bringes, etc. too.



"Hold up that end, George,
so that these ad-men can
see how easy it is to
know U.S.E. Envelopes!"

**You can save money in mailings if you
know your envelopes and postal regulations . . .**

Envelopes can save you money in mailings. For example:

1. You can enclose a *variety* of things, including a reply envelope — often with less printing outlay than the cost of a comprehensive self-mailer — and with greater % response.
2. You can mail in Outlook ® (window) envelopes — reduce the cost of addressing and eliminate the chances of miss-addressing.
3. You can buy U.S.E. V-FLAP ® Envelopes at very favorable prices, because they're made at the rate of 15 a second. You'll get White Wove envelopes of uniformly high quality. The distinctive pointed flap and diagonal seams will give your direct mail that important "Executive Look."
4. And now, you can *seal* your envelopes containing Third Class Mail matter, if they measure *more* than 5" wide or *more* than 11½" long — and U.S.E. has a lot of suitable styles that do!

You can so easily *know* all about envelopes when you have the U.S.E. Envelope Selector Chart. It illustrates 56 styles suitable for mailings and lists stock sizes. Drop us a note on your company letterhead and we'll send it to you, along with our new Digest of Postal Rates and Regulations. Just address Advertising and Sales Promotion Department —



U.S.E. protects you



with uniform quality - guaranteed

UNITED STATES ENVELOPE

COMPANY



Springfield 2, Massachusetts
15 Divisions from Coast to Coast

Many newcomers to the convention are blazing new trails, trying new ways to do things. They are going through the trial and error period. They have fresh ideas. Often they are successfully using ideas the oldtimers have long since found won't work. And they are making them work. So the oldtimers not only give of themselves, but they learn a lot from these neophytes in the business.

It's a wonderful experience, as all of you who attend these conventions each year have discovered. It's a wonderful experience, as many of you newcomers quickly find out at your first convention.

There is some fun connected with these conventions, too. You pick up all kinds of anecdotes, and now and then a gem like the following handed to me by someone at one of the late night parties:

QUALITY . . . is like buying oats. If you want nice, clean, fresh oats, you must pay a fair price. However, if you can be satisfied with oats that have already been through the horse . . . that comes a little cheaper.

Words To Write By

In your direct mail say something to a prospect that makes him say something to himself. Such as, "This would make my work easier." Or, "This would help me get ahead faster." Or, "This would save me money." Or, "I need this." Or, "I'd look good in this."

If many direct mail copywriters would spend half as much time digging out the benefits of the product or service as they do in thinking up an attention-getting lead—he'd find his copy would sell more.

More people continue to buy from friendly people or friendly companies than from anybody else.

Phony As a 3 Dollar Bill

Bill Sears, direct mail copywriter of Chicago, sends me one of the phoniest letters it has been my displeasure to read in a long time. It comes from a large Chicago automobile dealer. Instead of a salutation it uses this line: "Your Confidential Reservation Number is (the figure 6 is written in)."

Then here comes the unbelievable copy:

THIS IS PROBABLY THE MOST UNUSUAL OFFER YOU WILL EVER RECEIVE. I have been authorized by the President of our Company to invite fifty friends, relatives, previous customers and others I may select to take advantage of a once in a lifetime opportunity.

I selected your name from my *personal reference file* and I can assure you that if you participate in this contest you will have your best and perhaps only opportunity to secure a car of your choice at what is usually referred to as a **FLEET PRICE DEAL**. Unfortunately, I'm not allowed to quote anything but the list price, but when you come in and learn what the actual selling price to you is during this short contest, you will surely thank me for having contacted you. I have reserved one of the fifty special deals for you. I've also set aside a personal gift for you. If nothing else, come in and pick up the gift and see the new cars.

I've eliminated some of the superfluous copy which had nothing to say. Bill has written across the top of this letter: "This was mailed to my sister who passed away 3 years ago!"

Good Opener

The Wayside Gardens Co. Inc., Mentor, Ohio, uses a good opener in one of its solicitation letters which

could be adapted, but seldom is, in a series of letters. Here it is:

We realize our letter of July 8th may have reached you during vacation time or when you were not yet considering a fall mailing program . . . So, this is just to remind you our list is available and we can give you fast service.

The remainder of the letter goes on to tell about the make-up of the mailing list.

By referring to a former letter and **GIVING THE DATE OF THAT LETTER** leaves the impression that this follow-up has been personally dictated. Also the use of a steel die engraved letterhead adds to the general effect.

How much better than the usual follow-up lead: "We recently wrote you. . . ." Or, "Some time ago we sent you some information about. . . ."

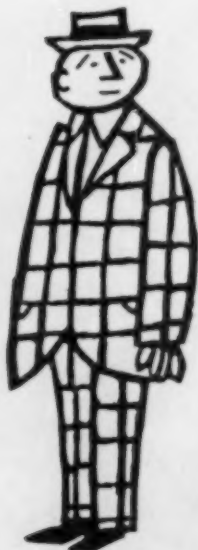
Easy

Speaking of follow-up letters — we've been getting a series from the Holes-Webway Company, St. Cloud, Minnesota, which is a dandy.

Most follow-up letters nag. They press for the order, or ask a prospect why he hasn't ordered. Or, if there's more information he'd like. Which really isn't selling at all. But in this series from Holes-Webway, each letter gives the complete story. Assuming that the prospect who gets this letter can use a sign-making outfit, the letters really sell him on Webway Sign System.

In the five paragraph letter I'm quoting below, each paragraph but one contains the word "easy," or "easiest," or "easy to use."

But first, read the letter. Then what I have to say might mean more to you:



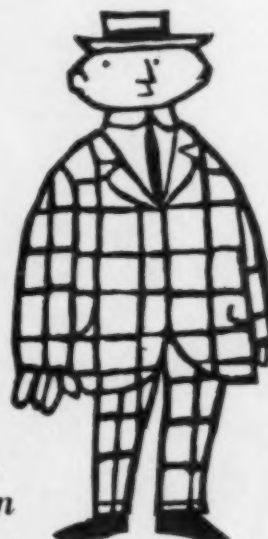
CHECK AND DOUBLE CHECK

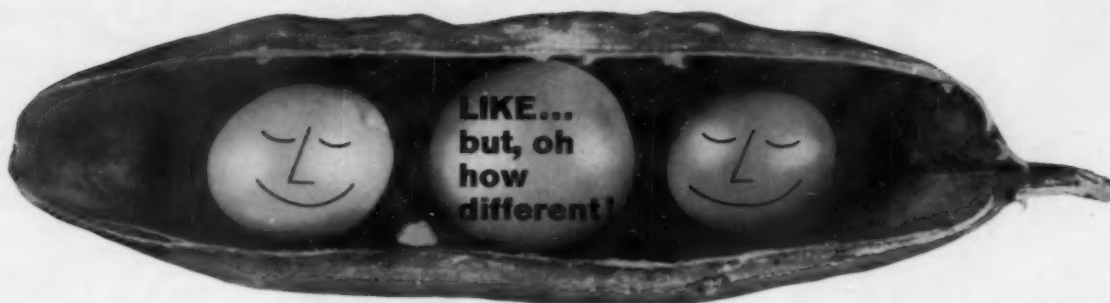
There is one main reason why Fairchild (and just about no one else) has been able to maintain an accurate list of retail executive names. It's simply this: we have an office staff of considerable size whose sole duty is to check the lists, cut the deadwood, make changes. It is a continuous operation. They make about 7,000 changes or corrections in one month on a list that consists of 100,000 plus names of retailers and manufacturers. But it permits us to guarantee our lists 95% accurate and to claim that there's no better lists available in our field—anywhere.

FAIRCHILD Mailing List Division

A division of Fairchild Publications

EAST 12th STREET, NEW YORK 3 • AL 5-5252





Yes, SEN-BAK is LIKE some other direct mail products, in that it consists of a reply card or envelope, a window letterhead and a window carrier envelope, designed so that ONE address does the work of THREE.

But, in every other respect, SEN-BAK is different.

1

Production of SEN-BAK is completely automatic, electronically controlled and geared to handle volume runs.

The SEN-BAK mailing unit is produced with specialized high speed equipment, resulting in lower costs and faster deliveries for you. The reply card or envelope is mounted to the letterhead automatically, eliminating the costly hand operations required for production of other direct mail units. It stays securely fastened to the letter until the prospect is ready to pull it off and mail it back.

2

SEN-BAK is completely flexible, with seven different reply formats and three different letter sizes available.

You have a choice of three sizes in reply cards, with or without stub, wallet flap envelope, or 6 x 10½ order blank. Virtually any unit that complies with SEN-BAK specifications can be successfully spotted to the letter as a reply. In practically all cases these units can be addressed by any of the modern electronic methods.

3

SEN-BAK is distinctive in appearance, because of superior lithography and outstanding creative skill.

All printing is done under the constant watchful eye of the General Office Service staff, made up of highly skilled pressmen and other technicians, who make sure that quality and other details are carefully controlled. You have an unlimited choice of any number of colors for all parts of the SEN-BAK unit: reply unit, letterhead and carrier envelope. All items are printed individually and you have a press to yourself—nothing is gang run.

SEN-BAK is so mechanically flexible, its creative possibilities are naturally flexible, too.

These are the big differences in SEN-BAK. And here are answers to some other questions you may have in mind:

1

What about addressing and mailing?

The SEN-BAK return unit can be addressed through the open window of the folded letter either before or after it is inserted in the carrier envelope. Or the reply pieces can be addressed first by you and returned for inserting and mailing to our plant. Incidentally, there's plenty of room for even a five-line address to show through the SEN-BAK die cut—and it cannot slip or slide because it is securely attached.

2

What about testing?

SEN-BAK encourages and recommends testing. Returns speak for themselves. They are the basis upon which SEN-BAK has enjoyed amazing growth in use by result-conscious experienced mailers.

3

What about delivery?

Complete automation makes deliveries on SEN-BAK speedier, more dependable than ever. For over 35 years General Office Service has kept customers with on-time delivery of quality work, even in the case of tremendous volumes.

4

What about costs?

With all its unusual features, SEN-BAK is still competitively priced. And because automation eliminates all hand operations, SEN-BAK's package prices give you an "in the mail" cost that is much lower than competitive direct mail products.

5


Will it work for you?

The answer is YES! SEN-BAK has worked for, and has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, fund raising groups, and others. SEN-BAK's versatility makes it appropriate—and effective—for practically all mailings where a reply is called for.

6

Can you see SEN-BAK for yourself?

Write for your free SEN-BAK kit, including easy-to-use layout guides, expressive letters from users, interesting samples and price lists. The kit will be rushed to you by return mail, so write TODAY on your company letterhead.

SEN-BAK® 

A division of General Office Service, Incorporated
New York • Washington, D. C.

527 SIXTH STREET, N.W. • WASHINGTON 1, D.C. • NA 8-5348

You could make life a lot easier and more pleasant for yourself if you have the new, easy to use WEBWAY SIGN SYSTEM. The Webway Sign Cabinet is the easiest to use sign system yet devised. It makes neat and uniform signs in a few minutes. It is so easy to use that any amateur can make professional signs—at a very little cost! And no paints, brushes or special skill is needed!

The Webway Sign System consists of cut-out card-stock letters and numerals in various sizes. They have a colorful shiny surface and have gummed backs which you stick down like postage stamps. Lined cards are provided for quick and easy assembling. Units are packed in quick-to-pick trays nested together to form a portable kit—a sign shop in a box.

SPECIAL OFFER:

I'd like to send you on a FREE trial and examination basis, the new easy-to-use WEBWAY SIGN SYSTEM. I'd like to have you try the system in your store, plant or office for a month. If after a month's use you like the system, you may send us your check. However, if you don't care for the

sign cabinet you simply send it back to us Collect—at no cost to you. (You would, of course, keep all the signs you made!) Remember it doesn't cost a thing to try the WEBWAY system, so be sure to mail the postage paid return card today—if you put it off you will never benefit from this new Sign Making System.

Notice the effective little selling touches in this letter. Instead of the usual "If you care to return the Sign Cabinet for any reason whatever . . ." this letter says it better—"However, if you don't care for the sign cabinet you simply send it back to us collect—at no cost to you." Then note this little extra hidden offer of something for nothing—"You would, of course, keep all the signs you made!"). This letter also deviates from the usual "10 day free examination" offer by giving the prospect one month to use the kit—time enough for a prospect to really sell himself on the product.

This letter does its job smoothly, in an easy-to-read manner. No extravagant claims. No bombasts. Just plain old-fashioned selling of the benefits in a quiet tone of voice and without falling back on a single mail order cliché. No special premium for ordering now. No limited supply come-on.

A fine example of a mail order campaign which does not depend upon shouting, screaming, or attempting to bowl the prospect over to get an order for the \$29.75 kit. It uses a series of letters to make a series of impressions, and each letter does a wonderful selling job.

How Soft Can You Get?

Maybe this doesn't have anything to do with direct mail. But it does have to do with communication. Also mathematics. And it's been haunting me ever since I read it. Can't get it out of my mind.

Dr. Scholl's Zino Pads for removing corns claims to be "630% softer than before."

Just how soft is that? As soft as Moran and Mack's goofer feathers? How much softer than a baby's cheek? How was the figure 630% arrived at?

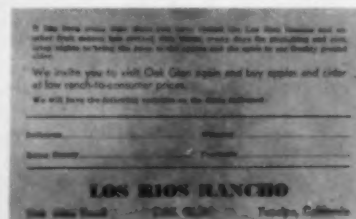
Say What You Mean

"Mule for sale; reasonable." — Classified ad.

There ain't no such animal.

POST CARDS BRING APPLE CUSTOMERS BACK

by Alan W. Farrant



Customers for next year's apples are "selling themselves" at Los Rios Rancho, Yucaipa, California.

This ranch and nine others make up the largest apple area of southern California. Located 85 miles from Los Angeles (where most customers come from), it is 15 miles to any



Esleeck
THIN PAPERS

*are nationally distributed
by leading wholesale
paper merchants.*

•

**Reduce typing, mailing
and filing costs.**

•

**For Thin Letterheads,
Copies, Records
and Forms.**

Fidelity
Onion Skin

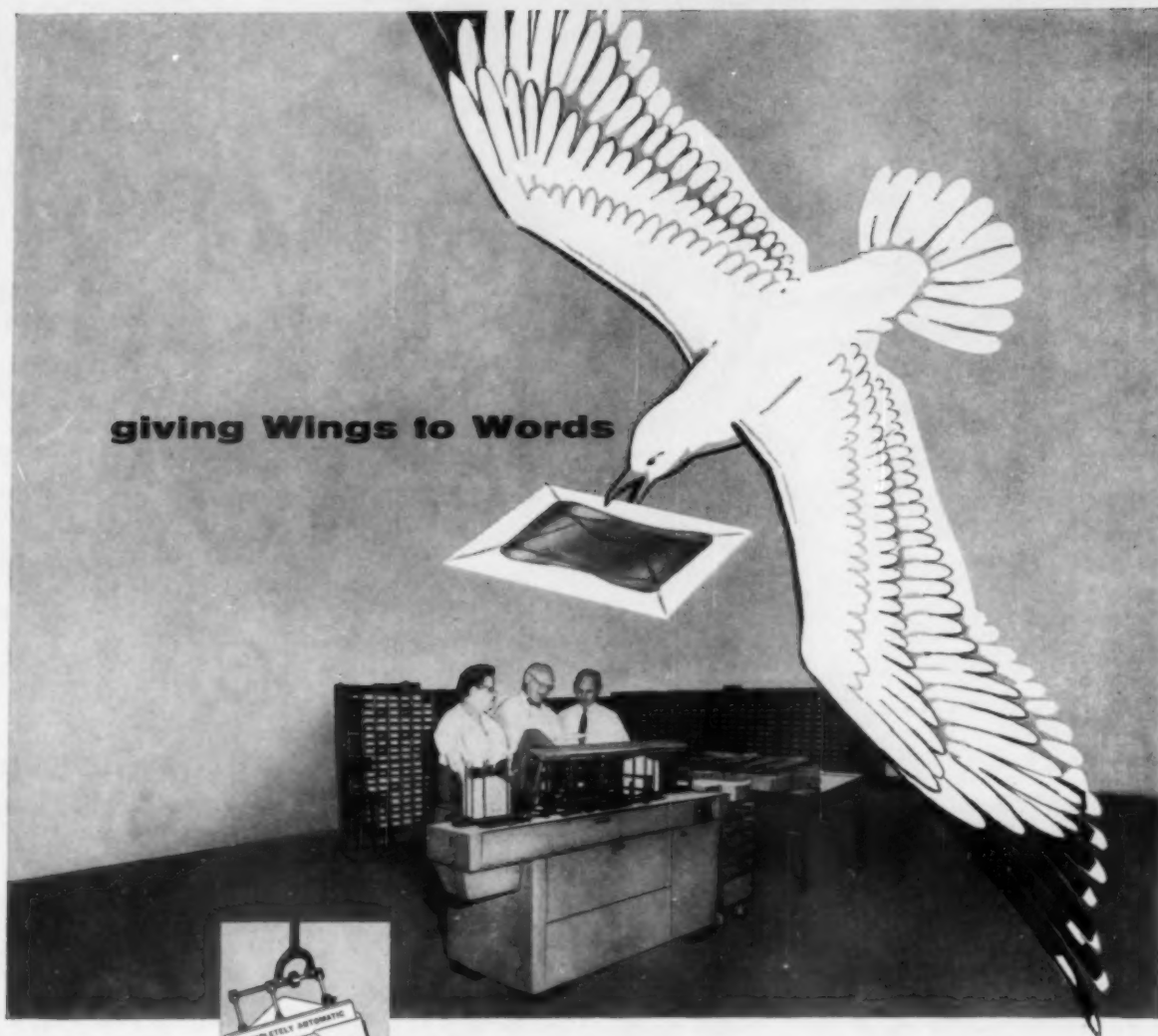
Superior
Manifold

Clearcopy
Onion Skin



➔ **SEND FOR SAMPLES** ➔

ESLEECK MANUFACTURING CO.
TURNERS FALLS, MASSACHUSETTS



giving Wings to Words

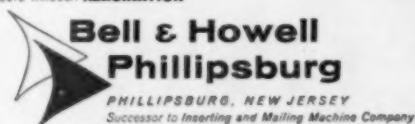


...via the Phillipsburg Inserter!

The Spoken Word and the Printed Word transcend time and space — when Mechanized Mail Processing takes over. Using a Bell & Howell Phillipsburg Inserter, Dictaphone Corporation sent plastic Dictabelt records, letters and reply cards winging to prospects 'round the world. At the touch of a button, the Phillipsburg gathered and stuffed the three enclosures into envelopes, then sealed, printed postal indicia, counted and stacked. What a dramatic promotional "package" — and what a tribute to the vacuum feed principle of the Phillipsburg Inserter!

This Case History selected from hundreds of reports...ask for one in your line of business—

MAKES PRODUCTS THROUGH IMAGINATION



Bell & Howell Phillipsburg Co., Phillipsburg, N. J.

☐ Send Case History on _____
(type of business)

☐ Send "Wider Horizons with Mechanized Mailing"

name _____

firm _____

address _____

city _____ zone _____ state _____


R-10-R

**NEW IDEAS
IN 4-COLOR
BULLETINS**

Fresh, lively formats for
letters and self-mailers

**FREE CATALOG
of 22 new designs**

IDEA ART
307 5th Ave., New York 16
Phone: MUrray Hill 6-7270



EXECUTIVE LIST

Write for Information—Ask for List No. 2

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

Auto-Typed Letters *as low as*

Kirban Associates offers
Auto-Typed letters as low
as 8 cents per letter (in qty.
or on contract rates). 1000
letters only 10 cents per
letter. Price includes 2 per-
sonalizations. Quality work
on IBM equipment. Letter
writing, counselling FREE.

8c *per letter*

KIRBAN Associates, Inc.
5673 Ogontz Ave., Phila. 41, Pa. • MUrch 4-1352

ADDRESSOGRAPH SUPPLIES

You can save money on brand new Addresso-
graph Plates & Frames.
Most styles in stock for immediate ship-
ment.

Look at these savings:

B Frames \$27.00 per MB Plates \$6.00 per M
E Frames 27.00 per ME Plates 8.00 per M
Speedamat 6.45 per MC Plates 24.00 per M
Samples & Price List sent on request.

Dean-Forrest Co.

P. O. Box 14 Revere 51, Mass.

Gardener Lists

Write for Information—Ask for List No. 1

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

large town. But by using a person-
alized direct mail awakener, they
draw thousands of retail customers
during November and December.

Here's the simple system which
helps Los Rancho retail 130,000 bush-
els of apples a year:

One of their warehouses is used
as a retail display area. On the wall
there's a writing shelf containing gov-
ernment postcards. Visitors and cus-
tomers are asked to address the cards
to themselves . . . and check the kind
of apples they are interested in. The
cards are then left with Los Rios.

After the season, all cards are
stored until the following year. When
the apple season approaches, Los Rios
drops the pre-addressed cards into the
mail.

People are surprised to receive a
card in the mail addressed in their
own handwriting, a year later. The
surprise apple awakener gets read
. . . and brings customers back for
more! ●

THE WORST YET

Every year we manage to find one
piece of direct mail which we can
label "the worst yet." This year is
no exception.

Read the following letter before we
give you the background. It was re-
ceived in a plain hand-addressed en-
velope; processed in blue simulated
handwriting on a 5½" x 8½" sheet
of plain note paper.

Darling Cecilia: My heart skips a beat
when I think of being with you again to-
nite. To hold your lovely self for but a
minute makes my life worthwhile. I just
had to tell you that we can go out tonite
after all. Last week I thought I'd have to
starve myself from you tonite, because of
financial trouble. But yesterday I checked
my grocery list, and found that wonderful
Tibma's Butter Bread didn't cost any more
after all. I'd expected to have to pay so
much more for that bread which I just have
to have. I thought we'd have to call off
our date, but since it costs no more than
ordinary bread, I sure can be there after
all. I'll be there breathless and full of
Butter Bread at 8:00 sharp. Till then honey
bun, Roscoe.

You can imagine the reactions of
the housewives around Michigan City,
Indiana, who received this absurd
piece in their Saturday's mail. It fol-
lowed a very excellent newspaper cam-
paign announcing a new type of but-
ter bread. The ads received favorable
attention. But even as a joke . . . the
letter is in poor taste. How could
housewives think seriously of a recom-

mending Roscoe if a few cents differ-
ence in a loaf of bread could keep
him away from his lady love? Such
appeals as this cast doubt on all other
statements or claims made by the
advertiser. We hope this brainstorm
will never be repeated. ●

HOUSE MAGAZINE CIRCULATION GROWS



House organs today are on the
increase with larger budgets, higher
circulations, and greater numbers
than ever before, according to Gebbie
Press, house organ specialists at 151
West 43rd Street, New York, N. Y.

The 1958 Gebbie Press *House
Magazine Directory* shows that the
field now has a combined circulation
of 160,000,000 copies per issue with
every indication of it growing larger.

Fifteen years ago house organs did
well to approach 50,000,000 copies.
But this vast private publishing field
has grown in stature and prestige
until it now ranks among the "multi-
million dollar" industries of America.
Once considered "expendable" by
management, house organs now stand
among the most powerful of all
devices which business possesses to
influence sales, public relations, or
company attitudes. The secret to the
current expanding house organ busi-
ness lies in the basically long-range
approach which governs this highly
specialized field, says GP President
Con Gebbie.

"House organs, by their very
nature, are less susceptible to day-
by-day or month-to-month business
changes which often influence adver-
tising or sales promotion cam-

PC

PLANNED CIRCULATION, in the interests of direct mail advertising, announces its forthcoming series on

THE FUNCTION OF MAILING LISTS IN DIRECT MAIL ADVERTISING

A series of independently prepared studies on
successful and efficient mailing list practice.

SERIES I (now in preparation)

INTRODUCTION by Mary Bertha McGuire,
President, Planned Circulation.

LIST TESTING by Harry Hites, Jr., Sales
Director, Kiplinger Washington Editors.

FINDING THE BUYING POWER LISTS FOR
YOUR PRODUCTS by David W. Margulies,
President, Damar Products.

THE LIST BROKER — A MAILER'S POINT OF
VIEW by Lucian W. Burnett, Manager, Di-
rect Mail Dept., Curtis Circulation Co.

YOUR HOUSE LISTS ARE YOUR GREATEST
ASSET by Ellsworth S. Howell, Vice Presi-
dent, The Grolier Society.

THE LIST BROKER — A LIST OWNER'S POINT
OF VIEW by Boyce Morgan, President,
Boyce Morgan Associates.

Editor, Mitchell Gresser
Promotion Manager, American Institute of CPAs

Are you on our mailing list to receive these
free booklets? *No obligation, of course.*

PLANNED CIRCULATION

A LIST BROKER DEDICATED TO THE CUSTOMER'S INTERESTS

19 West 44th Street

New York 36, N. Y.

Mary Bertha McGuire
Owner

Murray Hill 7-4158

MEMO TO PREMIUM MANAGERS AND MAIL ORDER LIST OWNERS

We'll pay you cash for your box tops or inquiry letters.

The publishing industry needs good mail order names.

If you have 25,000 or more premium requests in your possession, we are interested.

Many well-known national advertisers have found it profitable to sell us their names. Why not you?

Just drop a note telling us how many you have on hand and enclose sample of advertising material which produced the names.

ACTIVE MAIL ORDER LIST CO.

Miss E. DeRosa
241 Lafayette Street
New York 12, N. Y.

Phone Walker 5-2450

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

Farmer's Names

Write for Information—Ask for List No. 3

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

ART BY SPECIAL DELIVERY

Need creative art to spark your basic idea and make your advertising sales-producing? Then send us copy and rough . . . and our staff of 4-A artists will send you a comp. that will provide the "merchandising and sell" you must have to make those space and direct mail ads sparkle. Our staff is made up of men who have top jobs but want extra money. Reasonable rates. . . 24-hour delivery.

Write For Our Unusual Offer.
VIEW-POINT 143 Madison Avenue, N.Y. 16, N. Y.

Editing Copy to Pay Better

is my long-time specialty. Send for evidence that my work might improve the pull of your next mailing. You get eds, tested before and after rewriting, plus results, in free booklet—*Advice from Your Own Waste Basket*. Read it (9 mins.) before you spend money for production and mailing. Helps you end "detours" in copy. Gaylord Johnson, Consultant on Mail Order Copy, 520 Fifth Avenue, New York 36, N.Y.

paigns," Gebbie points out. "The successful house organ depends upon a continuing presentation year-in and year-out to make its influence felt. Current business conditions seem to have little or no effect on its plans.

"In such a large field there are always changes, turnovers, drop-outs and re-evaluations," adds Gebbie, "But today house organs are at their very pinnacle in terms of numbers, people employed, circulations, budgets and influence. The facts clearly reflect a healthy business confidence in the long-range outlook."

Published once every three years, the Gebbie Press *House Magazine Directory* is compiled from reports of advertising agencies, public relations firms and more than 15,000 large and small businesses from coast to coast. The 1955 directory reported 3,000 house organs with 100,000,000 circulation, while this year's volume details over 4,000 magazines with 160,000,000 circulation.

The new directory reports a substantial trend toward house organs which go not only to the employee but to customers, stockholders and the public as well. These magazines, called "combination" house organs, along with the purely external publication, account largely for the tremendous circulation gains in the last few years.

Many external house organs rival consumer magazines in editorial content, art work and budgets. The Gebbie Press directory shows a number have circulations well over one million each.●

ADVICE TO SALESMEN

Coaches usually give last minute instructions before sending a new man into the game, and so do sales managers. One of our salesmen, Clarence McClellan, of Des Moines, Iowa, was telling us how he got sent out into his territory some 10 years ago. Alfred Southon, now chairman of the KKVP board, was then general sales manager.

"I went into Mr. Southon's office the morning I was to leave," Mac said, "more than a little scared, for this was to be my first selling experience on my own, and I was as green as they come. I expected quite a lecture on what I should and should not do, but I found Mr. Southon with his hat on, about to take off on a trip

himself, and consequently with no time for much of a lecture. Perhaps it was a good thing, for I remember every word of what he said, and I attribute whatever success I have had in selling to following its advice more than to any other one thing.

"Clarence," he said, "you go out to Iowa and make friends."

We have seen whole books on selling without as much meat as in that one sentence.


Reporter's Note: Found this item in always interesting *Philosopher*, house magazine of The KVP Company, Kalamazoo, Mich., edited by Glenn Stewart. The eight words of advice should be followed by every direct mail copywriter. Too many sales messages are not designed to make friends. Insincerity, exaggerations, boastfulness alienate rather than win friends.

AN IMAGE THAT OUGHT TO BE YOU

Reporter's Note: Just can't resist the temptation to use another editorial from the always good monthly newsletter of St. John Associates, Inc., 75 W. 45th St., New York 36, N.Y. Maybe we use too many of them during the year . . . but in our opinion these editorials are tops. This one is no exception. Of course, we'd like to credit the author, but for some reason he likes to remain anonymous. We know him well . . . have watched him for years since his first smash editorial just shortly after the big war. In our book, he is one of the best of the young crop of direct mail thinkers.

ONE OF THE WONDERFUL THINGS about the advertising business is that it's a parlor game almost everyone can play. *Anyone* can be an expert, *everyone* knows all about advertising — and the canape circuit these days is filled with airy twaddle about motivation, hidden persuasion, and subliminalism (a real favorite, very erudite!) Television's ubiquitous (if sometimes fuzzy) magic eye has brought the agency-advertiser business smack into the living room — and there isn't a quiet or un-quiet American who can't, and won't, deliver a twenty-minute critique on campaigns, commercials and copywriting.

When you think about it, this isn't too surprising. For we live in a marketing world — when we're not selling, we're buying, and every buyer thinks he knows how to sell. But where the critics, small bore and large bore, go astray is that they're always reminding us of the bad, and all too seldom showing us the good. So saying, we'd like to pass along a few



Why People Say
"There's Only One Dickie-Raymond"

Some
People
Have
All
the Luck

— and It Comes from New Sales Planning

This doesn't *have* to be The Year of the Locust. Far from it.

Alert sales managers are turning to direct mail for sales leads, for new market development, for higher advertising readership in the right places. They are learning new things about the working effectiveness of this *action medium* — things as useful and profitable in boom times as they are now when the sales chips are down.

The degree of success you have with direct mail can be in proportion to the capability of the counsel you employ. Many of America's leading corporations have come to Dickie-Raymond (a few are listed below). They have learned of the results achieved in serving other companies for twenty, thirty years or more. And they've had the advantage of this creative selling manpower without adding overhead or head count.

There's a lot you should know about this specialized service. We'd like to tell you about it — right now, when it might do you the most good.

DICKIE-RAYMOND

*Direct Mail Advertising
Sales Promotion Counsel*

225 PARK AVE., NEW YORK
Murray Hill 4-3610

470 ATLANTIC AVE., BOSTON
Hancock 6-3360

SERVING SUCH LEADERS AS: AETNA LIFE / AMERICAN AIRLINES / AMERICAN CYANAMID Surgical Products / C. I. T. / EASTMAN KODAK Industrial / GENERAL ELECTRIC Air Conditioning / NEW YORK STOCK EXCHANGE / PAN AMERICAN WORLD AIRWAYS / PITNEY-BOWES / RAILWAY EXPRESS / RECORDAK CORP. / SHERATON HOTELS / SYLVANIA ELECTRIC / WALL STREET JOURNAL

observations about a *basic ingredient in all good advertising* . . . in fact, when you look at the many good examples of the "art of advertising" in this world we must dwell and sell in, you'll find that the best ads are the clearest, and the clearest are the most convincing, and the most convincing ones are those that reflect the product, person or service persuasively, honestly and warmly.

Of course, wanting a helpful image and getting one are often two worlds apart — for advertising is one of the lively arts, an *intuitive*, emotional art that must be creative before (and even

after) it is logical and factual. After all, if slide rules and Univacs could write, copy would be an exact science — and the number men would then take over. Happily, that hasn't come about yet, and there will always be a world of difference between the many kinds of commercials, campaigns, letters, booklets and what have you — and that difference will be one of impression, the image that makes you turn in, or turn away.

Searching for good images can be a stimulating and rewarding treasure hunt — one all of us can well undertake from time to time. When, for in-

stance, was the last time you spent an evening flicking channels in search of the honestly convincing and informative commercial? How recently have you leafed through the big consumer magazines evaluating the campaigns that caught both your eye and your imagination? Have you scanned the subway posters for the messages that really reached out and won your approval? Have you examined your morning's mail for the letter that walked out of the envelope with "this is for you" written all over it? Try it, over the week end — see if the ones that mean most to you aren't the ones that paint a warm and alert image in your mind. See if you don't tend to be much more interested in even considering the products and services that fit their copy to their character—that create an image of an outfit you'd like to do business with, a product you'd be proud to own.

Take the year-and-a-half old Plymouth theme — "Suddenly It's 1960." Everything fits together: the sweep of the design . . . the lilt of the copy . . . the slogan that makes you think ahead (and maybe plants the idea that your car will still look good in 1960) . . . the dramatic photography. You see Plymouth in a new light . . . exciting, modern, smart . . . and you find the claims believable. Plymouth evokes an image — not just a headline — and when you check the sales figures, you'll find that a lot of car buyers liked what they saw, and acted on it.

But not every image-requirement has a \$2500 luxury product like a car to work with—and many 25c items need an image just as urgently. Take Campbell's Soup — pretty hard to get glowing prose or high fashion photography out of a bowl of soup. Well, that's the point, you don't try to. But the Campbell people do try (and *do* succeed) in creating an image of their product that's just right for soup, and for housewives who want to know what's in it. The ads *show* the soup—and show it to advantage. The copy is clear, friendly, but very direct: "To make the best, begin with the best—then cook with extra care." It makes you want to try some soup—and you can bet it will be Campbell's that you try.

Or let's switch from carrots to carats and mention one of the classic image campaigns of all time. DeBeers Consolidated Mines, Ltd. The always handsome and evocative painting, the amicably poetic copy (and note the side box "Facts about Diamonds") . . . and then that priceless closing, "A Diamond Is Forever."



Christmas letters

... for your mailing list

This year, send your customers and prospects an attractive full-color Christmas letter . . . with your own *personal* message on it.

Just ask the nearest Arthur Thompson & Co. distributor for the free 1958-1959 ALL-YEAR PORTFOLIO that displays 35 natural color lithographed and steel engraved Christmas letters (including 8 full-color envelopes). Then pick the design of your choice. Imprint a personal message and they are ready to mail . . . as easy as that.

While looking through the Portfolio, you will also find Christmas Cards, additional pages of sales-getting Punch-line bulletins, and designs for Easter, Thanksgiving and for use throughout the year. Pages of copy for Christmas and Thanksgiving letters and Christmas card verses are included to help you use the line.

DON'T DELAY
order your portfolio TODAY



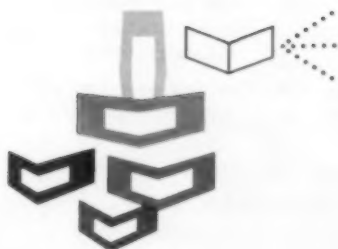
ARTHUR THOMPSON & CO.

109 MARKET PL.
BALTIMORE 2, MD

Introducing...the industry's newest offset from

UNION-CAMP

Everything is new about Williamsburg Offset. New finish. New printability. New economy! This latest addition to Union-Camp's fine paper family performs equally well on offset and letterpress. See your local Union-Camp fine paper distributor for sizes and weights of new Williamsburg Offset today.



UNION BAG-CAMP PAPER CORPORATION

Fine Paper Division, Franklin, Virginia



UNION-CANAL

**"WE
KNOW
THE
POWER
OF
PRINT..."**

because we got to know our printer better,"

Says Willis Lankenau, Sales Promotion Production Manager, Ethyl Corporation

Successful business men, like Willis Lankenau, know from experience the value of good direct mail advertising. They also know the value of calling in a good printer right at the start of every campaign. Today's printer is more than a craftsman. He's an idea man, too, and an expert at helping you find

the most attractive and effective way to present selling ideas economically.

You'll like working closely with your printer. We know because we've done it for years in bringing him quality papers he needs to serve you best — the most complete line in the world!



MEAD PAPERS, INC., Sales Offices: 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta .
A Subsidiary of The Mead Corporation

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM ADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: Spring 7-7440
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

"Pay Doctor to Stay Well"

Chinese Proverb

Ahrend Services Turn Your Promotional Dollars into Healthy Producers! Get the Most Effective Sales Promotion for Every Penny You Spend—Call AHREND NOW! Call PLaza 1-0312 or write Herb Ahrend,

AHREND ASSOCIATES

**601 Madison Ave.
NEW YORK 22, N.Y.**

Planning, Art, Copy, and Complete Production of—
 CATALOGS • POSTERS • DISPLAYS • SALES LETTERS • BROCHURES
 • DEALER AIDS • FILMS for TV and BUSINESS • MAILING LISTS
 • SALES-GETTING MAIL ORDER CAMPAIGNS

People prefer to buy what they believe in. People don't just buy on price . . . horsepower . . . style . . . speed . . . gimmicks . . . warmth . . . color. They buy on trust, confidence, respect, admiration — and that's the extra sell a good image can add to good advertising. •

MOVED . . .

LEFT NO ADDRESS

AT NO TIME in the history of our country have so many families been on the move as in the past few years. This continuous moving has grown and grown . . . a gigantic shuffling of our population which, in this year alone, will involve 24 million people.

Businesses now using name addressing have taken time out to look long and hard at the number of returned mailing pieces returned by their post office marked "not at," "Moved—left no address," etc. They want to eliminate the waste of ma-

terial being returned and to increase the number of pieces which are deliverable. It's been estimated that about 15% of name-addressed mail never reaches the prospects.

I had a very interesting interview with a prospective client on the problems they are having with name addressing of 100,000 tabloid mailers, four times a year.

Our prospect said: "We do not like to use Occupant Address Mail because we are a high-class department store."

I told him: "You are right . . . you have a well managed store, offering good merchandise at money-saving prices. And that is why you should use Occupant Address Mail. You, I am sure, are interested in making every advertising dollar do a selling job with a minimum of waste. With Occupant Address Mail you should attain 97% delivery of your tabloid mailer. This represents an increase of, at least, 12% more pieces delivered . . . which would ordinarily be returned if you used name addresses.

"15% of the people you have been missing by names, represent families

in your trading area which will not be receiving the mailing piece if it is addressed by name. These people are your very best prospects because most of them will be adding something to their new home which could be purchased from your store. Your store has built a reputation for quality merchandise, good service at attractive prices; and your store name alone on the mailing piece would far offset any objection to using the word 'Occupant'."

We're now handling the tabloid mailings for this department store. But—Occupant Address Mail is not a cure-all for every addressing problem. Certainly Occupant Address Mail *should not* be used where there is a letter or any direct mail advertising of a personal nature. I feel that any direct mail piece which has a personal appeal should be addressed to names. And I feel that any advertising piece of a sale nature, offering merchandise . . . whether it be a tabloid brochure, jumbo card, or self-mailer, etc., that Occupant Address Mail do a better selling job for the advertiser. It already has the opportunity to reach at least, 15% more customers and prospects.

A good Occupant List should meet these qualifications:

ACCURATE: Even an Occupant list goes out of date. You must add new streets, new subdivisions, new housing in any area, and you should use the "return postage guaranteed" at least once a year to clean your list. We try to control our lists by checking them with directories at least once a year. We keep a 3" x 5" card index file on every street, showing the starting and stopping numbers. Thus, by checking a current street listing we can pick up any new streets in any given market.

SELECTIVE: Your list should be set up so that it is flexible either by postal zones, census tracks, trade area, or any other division to give you selection of any area. We have a market map and a directory which gives the number of families living in each of our Occupant Mailing units.

I can only report from my experience and current commitments for Occupant Addressing for the forthcoming year . . . it looks good for the Occupant Addressing business.

If the population of our country continues to increase, as long as "boy meets girl" and they feather their love nest, and as long as they keep moving and changing their address, there will always be a big need for Occupant Addressing. •

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSED SERVICE
4 S. Williams St., Whitehall, N. Y.

If you want to reduce costs on Elliott-style stencils—BLANKS, CUTTING OR ADDRESSING, write Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., N. Y. 10, N. Y. . . . ORegon 5-3240.

Plates for Elliott Machine 2x3 size, \$16.00M Postpaid if check accompanies order. Money back guarantee.
Offset plates, supplies and equipment, 15% discount. Write for info.

DICO SALES
P.O. Box 246,
E. Weymouth, Mass.

BUSINESS OPPORTUNITIES

67 NEW ACCOUNTS

for one company, directly from our entertaining sales magazines. Cost, under \$100 monthly. Exclusive. Write (business letterhead) for facts, sample.

RADSTONE MAGAZINE PUBLISHERS
4200 W. Burbank Blvd., Burbank, Calif.

Manufacturers mail single items postpaid to your customers under your label. You pay them wholesale prices. For mail order business Davenport's Drop Ship Directory gives nationwide listings of suppliers, product descriptions, promotional literature, catalogs, prices. Directory \$2.00. Davenport Directories Co., Box 1354-A30, G.P.O., New York 1, N. Y.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

CONTRACTOR

Mail sorting 34.66, thoroughly experienced offers to work on your premises. Also list compilation. New York City area only. Box 103, The Reporter of Direct Mail Advertising.

SERVICES

FOR POLLARD-ALLING mailing list maintenance or Stencil Cutting write to Charles Albano, 7801 19th Avenue, Brooklyn 14, N. Y.

FOR SALE

Over 20,000 Mailing Lists, Original Direct Inquiries from both trade and National Magazines such as Popular Science, Esquire and over 100 Publications—Retail and Wholesale, including salesmen—United States, Canada and Foreign.

Please state your offer per 1000.

MILLER SEWER ROD COMPANY
MAILING LIST
4642 N. CENTRAL AVENUE
CHICAGO 30, ILLINOIS

PRODUCT WITH NEW, REVOLUTIONARY PRINCIPLE FOR YOUR DIRECT MAIL

3 large mailers have tested and proven that this item is a big mail-order profit-maker. Huge market—used by every person or company that writes checks! You stock no inventory. Write Box #106, The Reporter of Direct Mail Advertising.

EDUCATION

WRITERS — Get Checks instead of rejection slips. Write for trade journal (business publications). Promising opportunity for intelligent new writers. Particulars free. Educational Publications, 216-D West Jackson, Chicago 6, Illinois.

MACHINERY WANTED

Wanted—speedomat 2600 addressing machine with or without feed. Behrens, 70 East 45th Street, New York, N. Y.—Murray Hill 6-5675.

MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

NEW BIRTHS 1000 WEEKLY, DETROIT & Suburban on Gummed Mailing Labels \$1. per 100. Guaranteed Fresh. **VICKERS'**, 1143 E. Pearl, Hazel Park 12, Mich.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers

Banks-Churches-Institutions

Choice of 350 Other Lists

"We Charge ONLY for Addressing"

(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.

Stillwell 4-5922

ADDRESSING PLATES

OFFSET CUTOUPS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK No. 1** containing 1,500 classified specimens, only \$2.00 postpaid. A rich source of practical help and inspiration. Thousands in use. Available also are books containing promotional art, cartoons, borders, panels, type fonts, holiday art, etc. at newly reduced prices. Free descriptive folder.

A. A. ARCHBOLD, Publisher
P.O. Box 20740-K Los Angeles 6, Calif.

Mailing Machines and Supplies

REBUILT ONE YEAR GUARANTEE.

Addressographs, Graphotypes, Speedaumat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedaumat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. Judson 6-3530.

STICKER-LABEL IDEAS

For profit, economy, efficiency. Product, direction, shipping labels; good-will stickers etc. Catalog. **IMPRINT** of Emporia, Kansas.

HELP WANTED

ADVERTISING MANAGER

Milwaukee, Wisconsin

Home office of internationally operated business services needs man under 40 to head advertising department. We are large users of direct mail (which has won two DMAA awards), modest users of space. Here is your chance to step ahead with a rapidly growing firm. Good salary, company benefits and a real future. Send full details on your previous work background to Box No. 101, The Reporter of Direct Mail Advertising.

Advertising Manager—Mail Order and Retail. Required—experience planning and producing consumer catalogs of jewelry and gifts, direct mail creation from idea to finish, retail newspaper copy and production, promotional sales letters. Self-starter—age 28-35. Rewarding opportunity for growth but requires long hours and shirt sleeve work. Salary commensurate with ability and experience. Atlanta, Ga. location. State completely experience, background, past employers and earnings in own handwriting. All replies confidential. Box 105, The Reporter of Direct Mail Advertising.

Situation Wanted

CHALLENGE WANTED!

15 yrs. Direct Mail Experience in creation, writing, producing and selling. Originated successful syndicated programs and organized sales force. Expert knowledge of production and modern IBM addressing. 36 years old. Recently sold very profitable lettershop after building volume to \$150,000 in 4 years. Looking for challenge that involves hard work, opportunity for achievement and possibility for high profits. Box 104, The Reporter of Direct Mail Advertising.

TOP CREATIVE TALENT

Creative director, mature, versatile. Impressive record of achievement. Now heads creative division of prominent N.Y.C. direct mail and sales promotion producer serving leading advertisers and agencies. Seeks new opportunity at year's end. Heavy promotion experience. Prolific idea-man, writer, originator. Complete campaign themes, presentations, art direction, client contact. Broad graphic arts background. Box 102, The Reporter of Direct Mail Advertising.

IDEA KIT

Direct mail idea "Kit". Clip art, ideas, know-how. Cuts costs, saves time, boosts sales! Free facts. Warren, P.O. Box 674-R, Spokane, Wash.

Direct Mail

LISTINGS ONE LINE PER YEAR \$24.00
PER YEAR UNDER SPECIAL HEADINGS
\$30.00 PER YEAR

ADDRESSING

Address-O-Rite Stencil & Mach. Co., Inc., 64 W. 22 St., N.Y.C. 10 (OR 3-3246)
Creative Mailing Service, Inc., 400 N. Main, Prospect, N. Y. (FR 9-2421)
Merit Mailers, 30 Sterling Street, East Orange, N. J. (OR 3-3000)
U. S. Mailing Service, 10030 Ventura Blvd., Encino, Calif. (ST 6-1232)

ADDRESSING AND MAILING

Mail-O-Matic, Route 46, Parsippany, New Jersey (DE 4-6442)

ADDRESSING MACHINES

Elliott Addressing Machine Co., 155A Albany St., Cambridge 20, Mass. (TR 6-3020)
Mailers' Equipment Co., 40 W. 15th St., N. Y. 11, N. Y. (CH 3-5442)
Mechanic's Business Machine Corp., 55 E. 19th Street, New York, N. Y. (AL 4-9077)
Pollard-Ailing Manufacturing Co., 30 West 19th Street, New York, New York

ADDRESSING PLATES AND EQUIPMENT

Dean-Forest Co., F. O. Box 14, Rovers 31, Mass.
The Punged Companies, Punged Building, Bayonne, New Jersey (RE 4-5825)

ADDRESSING — TRADE

Addressing Unlimited, Flushing, New York (HI 5-3191)
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-5322)
Rae Lewis Addressing, 997 Schenectady Avenue, Brooklyn 5, N. Y. (DI 3-4793)

ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 39749, Los Angeles 6, Calif. (HI 9-9455)
Idea Art, 307 Fifth Avenue, New York 10, New York (MU 6-1270)
Monogram Art Studio, 513 Madison Avenue, New York 22, N. Y.
View/Point, 135-17 75th Road, Flushing 67, New York

ADVERTISING BOOK MATCHES

Match Corp. of America, 3433-43 48th Pl., Chl. 22, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Flano-letting Co., Inc., 305 East 40th Street, New York 17, N. Y. (PL 3-4943)

ANALYSIS, CONSULTATION, COPYWRITING

Troy M. Redman, T. & D. Redman, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 12, Ill. (EA 7-5496)
Charlotte Direct Writing Co., Inc., 191 Wilder Bldg., Charlotte, N. C. (FR 6-3536)
D & A Automatic Mailings, 919 North Fourth Street, Milwaukee 3, Wisconsin
Kirban Associates, Inc., 9673 Ogden Ave., Philadelphia 41, Pa. (HA 4-1332)

BOOKS

Americana Press, 2105 Sherman Avenue, Madison Wisconsin (CH 4-1277)
Art & Tech. of Photo Eng. Horen Eng. Co., 41 W. 28, N.Y.C. 1 (MU 9-5585)
Factual Review Associates, 224 7th, Garden City, N. Y.
Dogs That Climb Trees, 1.00
How To Get The Right Start in Direct Advertising, 1.50
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How To Think About Readership of Direct Mail, 1.00
How Direct Mail Solves Management Problems, 1.00
How To Think About Showmanship in Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
How To Think About Industrial Direct Mail, 2.00

BUSINESS FORMS

Carteet Printing Company, 489 Canal Street, N. Y. 13, N. Y. (WO 6-1454)
Alfred Allen Watts Co., Inc., Allwood P. O., Clifton, New Jersey

CATALOG PLANNING

Catalog Planning Co., 181 W. 56th St., N. Y. 19, N. Y. (PL 7-1967)

COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lanes)

Glenn L. Anderson, 14335 Magnolia Blvd., Van Nuys, Calif. (ST 8-3423)
Orville E. Reid, 180 N. State St., Howell, Mich. (Tel: 651)
Sig Rosenblum, 187 West 74th Street, New York 28, N. Y. (SU 7-2921)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 691 Madison Ave., N. Y. C. 22, (PL 1-9312)
American Mail Advertising, Inc., 619 Newbury Street, Boston 15, Mass.
Lee P. Bost Jr., 84 E. Jackson Blvd., Chl. 4, Ill. (HA 7-0127)
The Buckley Organisation, 1000 National Bank Bldg., Phila. 7, Pa.
Lawrence G. Coalt & Co., 745 Fifth Avenue, New York, New York (PL 1-7229)
Chase Direct Mail Service Corp., 12 E. 46th St., New York 17, N. Y. (MU 7-3550)
Dickie-Raymond, Inc., 670 Atlantic Ave., Boston 19, Mass. (HA 6-3360)
Dickie-Raymond, Inc., 225 Park Ave., N. Y. 17, N. Y. (MU 4-3610)
Direct Mail Service, 175 Locke St., N. W. Atlanta 3, Ga. (JA 3-3308)
Gen Germaine Associates, Inc., 309 Madison Ave., New York 22, N. Y. (PL 5-6811)
Rex Office Service, Inc., 1355 New York Ave. N.E., Washington, D.C. (LA 9-1727)
Harrison Service Inc., 214 East 50th Street, New York 22, N. Y. (PL 1-2830)

Hickey-Murphy Div. of James Gray, Inc., 210 E. 40th St., N. Y. C. 17 (MU 3-6000)
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1029)
McVicker & Higginbotham, Inc., 311 E. 40th St., New York 17, N. Y. (PL 3-7285)
R. L. Puk & Co., 431 Howard Street, Detroit 31, Mich. (WO 1-0470)
Reply-O-Letter, 7 Central Park W., N. Y. 28, N. Y. (CI 3-3118)
Reply-O-Letter, 884 No. Michigan Ave., Chicago 11, Ill. (MI 2-2858)
Reply-O-Letter, 10 Post Office Square, Boston 9, Mass. (MA 6-1555)
Reply-O-Letter, 1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)
Reply-O-Letter, 14700 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)
Reply-O-Letter, 3515 Mail-Well Drive, Portland 3, Ore. (OL 4-2141)
Reply-O-Letter, 1445 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)
Reply-O-Letter, 157 Queen Street, Brisbane, Australia (B2411)
Reply-O-Letter, 1500 Court, 22 West St., Toronto 1, Canada (EM 3-3797)
Responds-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9678)
Richardson-Shea Inc., 15053 W. McNichols Rd., Detroit 24, Mich. (RE 3-8055)
Paul Rowland, Inc., 148 Lafayette Street, New York 13, New York
The Rylander Co., 316 W. Jackson Blvd., Chicago, Ill. (RA 6-6709)
Sales Letters, Inc., 155 W. 23rd St., N. Y. C. (WA 3-2650)
The Smith Company, 87 Beale St., San Francisco, Calif. (SU 1-4544)
Tullman, Smith & Associates, 410 N. Michigan, Chicago 11, Ill. (WH 3-6608)
Lloyd F. Wood Associates, 1610 Wisc. Ave., N. W., Wash. 7, D. C. (CO 5-9042)

DIRECT MAIL CONSULTANTS

Bobt. W. Gilbert, 6741 Delton, Long Beach, Calif. (GE 1-2341)
Lawrence Lewis & Assoc., 173 Fifth Avenue, New York 10, N. Y. (OR 7-4888)

DIRECT MAIL EQUIPMENT

American Wood Type Mfg. Co., 42-25 Ninth Street, Long Island City 1, N. Y.
Auto-Typist, 3323 N. Pulaski St., Chicago 20, Ill. (EV 4-5151)
Bell & Howell Philadelphia, Philadelphia, New Jersey
The Boston Envelope Co., 207 High St., Dedham, Mass. (BU 3-4655)
A. B. Dick Co., 5700 W. Touhy Ave., Chicago 21, Ill. (BO 3-1900)
Feltine Tying Machine Co., 5301 N. 25th St., Milwaukee 16, Wisc. (HI 8-7121)
Friton Calculating Machine Co., Inc., 3330 Washington Avenue, San Leandro, Calif.
National Bundle Tye Co., 1115 Field, Michigan (IL 162)
Photostat Corp., Offset Duplication Division, Rochester 3, New York
Pitney-Bowes, Inc., Stamford, Conn. (PI 8-2611)
Scriptomatic, Inc., 810 N. 11th St., Phila. 7, Pa. (WA 2-1251)

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 23-15 23rd St., Long Island City 6, N. Y. (AS 8-4302)
Creative Mailing Service, 600 N. Main St., Prospect, N. Y. (FR 8-4208)
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 5-1972)

ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 8-4545)
Atlanta Envelope Co., F. O. Box 1287, Atlanta 1, Ga. (TR 6-3688)
Berlin & Jones Company, 691 W. 54th St., N. Y. C. 1 (WA 4-4460)
The Boston Envelope Co., 207 High St., Dedham, Mass. (BU 3-4655)
Samuel Copley Envelope Co., 500 Purman St., Brooklyn 2, N. Y. (EY 3-5285)
Copley-Hesse Corp., 1483 Keanawau Way, Des Moines 14, Iowa (AT 6-5737)
Copley-Hesse Corp., 3630 Michigan Ave., Detroit 18, Mich. (TA 6-7300)
Copley-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1908 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Fuller Envelope Co., 2130 Howard St., Detroit 16, Mich. (JA 2-2740)
Garden City Envelope Co., 3801 N. Rockwell St., Chl. 18, Ill. (CO 7-3680)
Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chl. 12, Ill. (NE 6-1200)
The Gray Envelope Mfg. Co., 50 23rd St., Brooklyn 23, N. Y. (BT 8-2000)
Hove Envelope Co., 6500 Curliand St., Chl. 29, Ill. (CA 7-2400)
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HA 6-2404)
Soiland Press, 800 Board of Trade Building, Kansas City 5, Mo. (GR 1-1823)
The Standard Envelope Co., 1600 E. 20th St., Cleveland 14, O. (PR 1-3500)
Tension Envelope Corp., 1918 & Campbell St., Kansas City, Mo. (EA 1-0002)
Tension Envelope Corp., 270 Madison Avenue, New York 10, N. Y. (LE 2-8212)
Trans Envelope Co., 2542 N. Kimball Ave., Chicago 18, Ill. (RE 6-0914)
Trans Envelope Co., 22 Manier St., Jersey City 9, N. J. (RE 4-0914)
Trans Envelope Company, New York, New York, Chicago, Los Angeles
United States Envelope Co., Springfield 3, Mass. (RE 6-7211)
United States Envelope Co., 217 Broadway, N. Y. N. Y. (PL 5-2518)
Wolf Detroit Envelope Co., 14740 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1908 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp., 3054 Franklin Blvd., Chl. 13, Ill. (NE 8-1200)
Gard City Envelope Co., 3801 N. Rockwell St., Chl. 18, Ill. (CO 7-3680)
Hove Envelope Co., 6500 Curliand St., Chl. 29, Ill. (CA 7-2400)
Tension Envelope Co., 1818 & Campbell St., Kansas City 9, Mo. (HA 1-0002)
The Sawdon Company Inc., 480 Lexington Ave., New York 17, N. Y. (PL 5-2518)
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

FOREIGN MAILINGS

Publisher, 5 Roosevelt Pl., Scarsdale, N. Y. (SC 3-0010)
Dallmutter MV, Willemsparkweg 112, Amsterdam, Holland
C. F. Sandberg, Direct Mail & Executive Gifts, Headhugt, S. Oslo, Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 829 Newark Ave., Elizabeth, N. J. (EL 4-3387)
Bonded-Nationwide, 733 4th Ave., Brooklyn 23, N. Y. (BO 4-4819)
Coupon Service Corp., 37 East 14th St., N. Y. 3, N. Y. (OR 3-6160)
Creative Mailing Service, 440 North Main St., Prospect, N. Y. (FR 8-4208)
Lambert Mailing Company, 225 N. New Jersey Street, Ind. 4, Ind. (ME 2-3387)

Mallings Incorporated.....30 West 12th St., New York 11, N. Y. (WA 9-5186)
 Malt Mailers.....29 Sterling Street, East Orange, N. J. (OR 2-3099)
 West. Amp. Dist. Ad. Co.....612 Howard St., San Francisco 5, Calif. (GA 1-8099)

LABEL PASTERS

Potdevin Machine Co.....281 North St., Teterboro, N. J. (HA 8-1941)

LABELS

Auen Hollander & Co., Inc.....385 Gerard Ave., New York 51, N. Y. (MO 5-1818)
 Ever Ready Label Corp.....10 East 60th St., New York 17, N.Y. (PL 1-3040)
 Dennison Mfg. Co.....Framingham, Mass. (TR 3-3511)

LETTER GADGETS

Howig Co.....45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co.....342 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

LETTERS

Response-Letter.....411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
 Response-Letter.....New York Office (MN 6-5320)

MAGAZINES

The Kiwanis Magazine.....300 North Michigan Avenue, Chicago 11, Illinois

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN, NEW YORK
 Value Reproduction & Mailing Service, Inc.....1715 Avenue Z (35) (SH 3-3233)

CLEVELAND
 Cleveland Letter Serv., Inc.....740 W. Superior, (13) (SU 1-8300)
 Robert Silverman, Inc.....1278 Ontario Street (SH 1-6578)

DETROIT
 Advertising Distributors of America, Inc.....4444 Cass Ave. (1) (TE 3-0500)
 R. L. Polk & Co.....431 Howard St. (31) (WO 1-9470)

EAST ORANGE, NEW JERSEY
 Merit Mailers.....38 Sterling Street (UN 2-3000)

ELIZABETH, NEW JERSEY
 Automatic Mailing Service.....828 Newark Ave. (EL 4-3887)

HOUSTON
 Premier Printing & Letter Serv.....620 Texas Ave. (3) (CA 7-4165)

LITTLE ROCK, ARKANSAS
 Personalized Letters Inc.....694 E. Capitol Avenue

LOS ANGELES
 Krupp's Adv. Mailing Serv.....2299 W. Pine Blvd. (6) (DU 5-5421)
 The Mailing House, Inc.....1019 N. Madison Avenue, Los Angeles 29, Calif. (NO 5-3271)

MARION, OHIO
 Fulfillment Corp. of America.....381 W. Canal St. (Tel: 2-1187)

MIAMI, FLORIDA
 Ace Letter Service Co.....3890 N.E. 1st Avenue (PL 7-6577)

MILWAUKEE, WISCONSIN
 The Carr Organization.....1219 North Third Street, Milwaukee 15, Wis. (BR 6-4346)

NEW YORK CITY
 Advertisers Mailing Service, Inc.....45 West 18th St., New York, N. Y. (AL 5-4500)
 Ambassador Letter Serv. Co.....11 Stone St., (4) (BO 9-0807)
 Century Letter Co., Inc.....48 E. 21st St., (16) (AL 4-8266)
 Chase Direct Mail Service Corp.....12 E. 40th St. (JU 7-2320)
 Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-2530)
 Mary Ellen Clancy Co.....250 Park Ave. (17) (WA 9-7433)
 Coupon Service Corp.....27 East 12th St. (OR 2-9160)
 Mailings Incorporated.....35 West 12th St. (WA 9-5188)
 Mailgraph Company Inc.....29 Water Street (BO 9-7777)
 The St. John Assoc. Inc.....75 W. 45th St., (34) (DU 2-3844)
 Surety Letter Service.....7 East 42nd Street (MA 2-5277)

PHILADELPHIA
 Connolly Organization, Inc.....1810 Arch St., (7) (MA 7-6123)
 Washington Mail Advertising Serv.....1304 Arch St., (7) (RI 6-1840)

PITTSBURGH
 Advertisers Associates Inc.....1057 Penn Ave., (22) (AT 1-6144)

SAN FRANCISCO
 The Letter Shop.....87 Beale St. (SU 1-6364)

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc.....149 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Bryant & Staff.....71 Grand Avenue, Englewood, N. J. (LO 7-3290)
 The Conley Co., Inc.....115 W. 7th St., Los Angeles 4, Calif. (YA 2848)
 Dependable Mailing Lists Inc.....381 4th Ave., N. Y. C. 16 (OR 9-7169)
 Walter Drey, Inc.....333 N. Michigan Ave., Chd. 1, Ill. (FI 6-4180)
 Walter Drey, Inc.....337 4th Ave., N. Y. 16, N. Y. (OR 4-7061)
 Guild Co.....389 Knoll St., Englewood, N. J. (BR 9-0461)
 Walter Karl, Inc.....23 E. 26th St., N. Y. 10, N. Y. (OR 9-7850)
 Lewis Kiehl Co.....25 West 45th St., New York 36, N. Y. (JU 2-0630)
 Willis Madsen, Inc.....215 4th Ave., N. Y. 3, N. Y. (SP 7-7466)
 Moseley Mail Order List Serv.....78 Newbury St., Boston 10, Mass. (CO 6-3380)
 Names Unlimited, Inc.....352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)
 D. L. Natchez Co.....136 W. 32nd Street, New York 19, New York (CO 5-8416)
 People in Place, Inc.....41 Fifth Ave., New York 5, N. Y. (OR 3-3774)
 Planned Circulation.....19 West 44th Street, New York 36, N. Y. (MU 7-4158)
 William M. Profit Associates.....385 Main St., East Orange, N. J. (OR 3-2232)
 Roskam Advertising.....P. O. Box 955, Kansas City 4, Mo. (TA 2-1881)
 Sanford Evans & Co., Ltd.....156 Lombard Av., Winnipeg 2, Man. Can. (WH 2-2151)
 Sanfilippo, Jr.....588-570 54th St., West New York, N. J. (UN 4-4800)
 James E. True Assoc.....419 4th Ave., N. Y. 16, N. Y. (MU 9-0808)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING
 BELOW OR COMPILERS & OWNERS
 Direct Mail Users.....18,500.....(Reporter of DM)
 Financial Lists.....E. S. Addressing Service
 Fund Raising Lists.....(Wm. M. Profit Associates)
 New Car Bureau.....Midwest and Western States.....(Gile Letter Service)
 Pet House, Food, Pet Supply Jobs, 221.....Cal. breeders, 7999.....(AD Pets)
 Public Relation & Promotion Lists.....(Wm. M. Profit Associates)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply.....1304 Jericho Tpk., New Hyde Park, N. Y. (FI 3-4702)
 Active Mail Order List Co.....341 Lafayette Street, New York 13, N. Y. (WA 5-2450)
 Albert Mailing Lists.....120 Liberty St., N. Y. (RE 3-7573)
 Allison Mailing Lists Corp.....906 Lexington Ave., N. Y. 21 (TE 2-8430)
 All-Pets Magazine, Inc.....74 Darling Place, Pond du Lac, Wis. (WA 2-0680)
 Rodine's of Baltimore.....501 E. Preston St., Baltimore 2, Md. (VE 7-0400)
 Roadrunners Lists.....263 Broadway, N. Y. 13, N. Y. (WO 4-5871)
 Rod's City Dispatch, Inc.....220 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)
 Runkle-Pennett.....585 W. Jackson Blvd., Chicago 6, Ill. (TA 7-3822)
 Catholic Left Bureau.....43 West 45th St., N. Y. 36, N. Y. (CO 5-4400)
 Creative Mailing Service.....400 N. Main St., Fremont, N. Y. (PR 8-4830)
 Directory of Assns. Gale Research Co. 1118 Book Tower, Detroit 25, Mich. (WO 1-5340)

Walter Drey, Inc.....333 N. Michigan Ave., Chd. 1, Ill. (FI 6-4180)
 Walter Drey, Inc.....337 4th Ave., N. Y. 16, N. Y. (OR 4-7061)
 Eli Rogov.....85 Washington St., N. Y. 6, N. Y. (HA 2-9492)
 Fairchild Lists, Fairchild Publications Inc.....1 E. 12th St., N. Y. N. Y. (AL 3-3292)
 Gile Letter Service.....723 Third Avenue South, Minneapolis 2, Minn. (FE 3-3471)
 Fritz R. Horheimer.....28 E. 2nd St., N. Y. 10, N. Y. (OR 4-4420)
 Industrial List Bureau.....Webster, Mass. (WE 2780)
 Jewish Statistical Bureau.....320 Broadway, New York 7, N. Y. (BE 3-4239)
 Mail Advertising Corp. of America.....433 N. LaSalle Street, Chicago 10, Ill.
 Manover, Inc.....Home Office-329 N. Plankinton, Milwaukee 3, Wisconsin
 140 Offices in Major Cities.....See Yellow Pages for Local Phone Numbers
 Market Compilation Bur.....10361 Chandler Blvd., N. Hollywood, Cal. (ET 7-5884)
 Merit Mailers.....26 Sterling Street, East Orange, N. J. (OR 3-3099)
 National Business Lists Association.....340 West Fulton Street, Chicago 6, Illinois
 Official Catholic Directory.....12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)
 Palmer Lists.....2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)
 R. L. Polk & Co.....Howard Street, Detroit 21, Michigan (WO 1-9470)
 R. S. Panton, Inc.....14 Honeck St., Englewood, N. J. (EN 4-5290)
 William M. Profit Associates.....385 Main St., East Orange, N. J. (OR 3-2232)
 R. L. Rasmir.....5410 Cahoon Blvd., N. Hollywood, Calif. (PO 6-9320)
 Reporter of Direct Mail Adv.....224 7th St., Garden City, N. Y. (PI 6-1837)
 Research Projects, Inc.....35 West 12th St., New York, N. Y. (JU 2-0830)
 The Speed Address Co.....48-61 42nd St., Long Island City 4, N. Y. (ST 4-3022)
 William Strub, Jr.....388-87 54th St., West New York, N. J. (UN 4-4800)
 W. E. Watson Corp.....27 House Ave., Prospect, N. Y. (PR 8-8312)
 Zeller and Lotica, Inc.....15 East 29th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates, 431 E. Wabash Ave., Chicago 5, Ill. (HA 7-4144)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co.....210 W. 18th St., N. Y. 11, N. Y. (CH 2-0602)

MARKET RESEARCH - STRATIFICATION

Samuel Fitzsimmons & Co.....545 Fifth Avenue, New York 17, New York (MU 7-6865)

MIMEOGRAPHING-OFFSET

Surety Letter Service.....7 East 42nd Street, New York, N. Y. (MU 2-5077)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co.....19 S. Wells Street, Chicago 6, Ill. (ST 7800)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc.....824 Bagley Ave., Detroit 26, Mich.
 Merit Mailers.....38 Sterling St., East Orange, N. J. (OR 3-3099)
 Western Empire Direct Ad Co.....612 Howard Street, San Fran. 5, Calif. (GA 1-8509)

PACKAGING

Coupon Service Corp.....37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)

PAPER MANUFACTURERS

American Writing Paper Corp.....Halyoke, Mass.
 Appleton Coated Paper Co.....1350 N. Main St., Appleton, Wis. (4154)
 Byron Weston Company.....Kings Highway, Kalamazoo 99, Mich. (FI 5-1163)
 Curtis Paper Company.....Newark, Delaware (EN 8-8551)
 Eastern Corporation.....Bangor, Maine (Tel: 8221)
 Esekew Manufacturing Company.....Turner Falls, Massachusetts
 Fraser Paper Limited.....429 Lexington Ave., N. Y. 17, N. Y. (LE 2-0500)
 Hamilton Paper Co.....Miquon, Pa. (IV 3-3160)
 Hammermill Paper Co.....Erie, Pa. (4-7161)
 Howard Paper Mills, Inc.....115 Columbia St., Dayton 2, Ohio
 International Paper Co.....230 E. 42nd St., N. Y. 17, N. Y. (PA 2-7500)
 Kimberly-Clark Corporation.....Neenah, Wisconsin (PA 2-3211)
 Mead Paper, Inc.....118 West First Street, Dayton 2, Ohio
 Mohawk Paper Company.....Columbus, N. Y.
 Neenah Paper Co.....Neenah, Wis. (Tel: 3-1521)
 Neenah-Edwards Paper Co.....Port Edwards, Wis. (FI 5-1163)
 Peninsular Paper Co.....Ypsilanti, Mich. (HU 2-2000)
 Rex Paper Co.....Kalamazoo, Mich. (FI 2-0181)
 Riting Paper Co.....Housatonic, Mass. (HO 47)
 The Scott Paper Company.....Middleton, Ohio
 Union Bag Camp Paper Corp.....Woolworth Building, New York, New York
 Wausau Paper Mills Co.....111 W. Washington, Chicago, Ill. (FI 6-4768)

PERSONALIZED GIANT GRAMS

Sande Backe & Co., Inc.....91 7th Ave., N.Y.C. 11 (WA 4-1501)

PHOTO ENGRAVERS

Horan Engraving Co., Inc.....44 W. 25th St., New York 1, N. Y. (MU 9-8385)

PHOTOGRAPHERS

IJK Copy Art.....165 West 46th Street, New York 19, N. Y. (PL 7-0223)

POST CARDS

Colourpictures Publishers.....209 Newbury Street, Boston 15, Mass.
 CURTECHCOLOR 3-D by Curt Teich & Co., Inc.
 1739 W. Irving Park Road, Chicago 13, Illinois (BU 1-0606)
 Hale-Cole.....141 King Street, San Francisco 7, California

PRINTING EQUIPMENT

B. Verner & Co., Inc.....52 Duane Street, New York 7, N. Y. (BA 7-1466)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Paradise Printers.....Paradise, Pa. (OV 7-3300)

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis.....903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

SEASONAL STATIONERY

Arthur Thompson & Co.....100 Market Place, Baltimore 2, Md. (PL 2-4806)
 National Creative Sales Inc.....18 E. 48th St., N. Y. 17, N. Y. (ML 5-0025)

SIGNS - PRESENTATIONS

Stewart Signs.....P. O. Box 901, Newark 1, New Jersey

STENCIL CUTTING AND LIST MAINTENANCE

Clear Cut Duplicating Co.....149 Broadway, New York 6, N. Y. (DI 9-4668)

SUBSCRIPTION FULFILLMENT SERVICE

Globe Fulfillment Corporation.....148 W. 23rd St., N. Y. C. 11 (OR 5-4660)

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....3909 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry P. Henrichs Publications, The House of Sunshine.....Litchfield, Ill. (306)

TRADE ASSOCIATIONS

Associated Third Class Mail Users, 1408 G St., N.W., Wash. 5, D. C. (ME 8-2447)
 Direct Mail Advertising Assn.....3 E. 57th St., N. Y. C. 22 (WY 8-7888)
 MASA International.....1825 James Courser, Detroit 35, Mich. (TN 4-3845)
 Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-9615)

TYPOGRAPHERS

Rapid Typographers, Inc.....295 West 46th St., N. Y. 17, N. Y. (MU 8-2445)

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**NOW EVERYONE
CAN CUT
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SUBSTANTIALY!**

Scriptomatic advantages are now within reach of small list users with the new Model 10 Scriptomatic Addressing Machine.



HERE IS A TYPICAL COMPARISON OF FIGURES:

Of course, every installation has its specific requirements. These figures are reported only to guide you on relative costs.

Cost of Nearest Competing Equipment versus Scriptomatic Model 10

MACHINE X.....	\$1,355.	NEW MODEL 10.....	\$1,600.
Feeder.....	709.	Feeder.....	350.
Embossing Unit.....	1,560.	Master Card Writer.....	630.
21,000 Plates, embossed and assembled.....	1,050.	21,000 Master Cards typed including carbon, etc.....	362.
Total Cost \$4,674.		Total Cost \$2,942.	

SCRIPTOMATIC ALSO GIVES YOU THE ADVANTAGE OF COMBINING AN ADDRESS MASTER WITH A PUNCHED CARD. YOU GET LOW COST STRAIGHT RUN ADDRESSING OR HIGHLY SELECTIVE ADDRESSING, AS DESIRED.

The Model 10 is a compact, desk-mounted unit that is practically foolproof to operate. Insertion of material activates all operations: master feeding, ejection, counting and stacking. No hand levers or foot pedals. You can switch from hand feed to automatic feed, and vice versa, in less than a minute. No tools, clamps or bolts. No belt conveying mechanism. Scriptomatic prints from low-cost typewritten masters or punched cards. Prints on standard mate-

rial of practically any type or size—booklets, broadsides, etc. The Model 10 is ideal for small runs and alternate hand feed or automatic feed operations.

Now *every* list user can mechanize for faster, more economical addressing and data writing by the modern Scriptomatic method. Write for free bulletin, "Advanced Approach to Addressing and Data Writing."

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Scriptomatic
MODERN ADDRESSING-DATA WRITING MACHINES AND METHODS

SCRIPTOMATIC, INC., 300 North 11th Street • Philadelphia 7, Pa.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THE FRONT PORCH moved to a plush duplex apartment on top of the Park Plaza in St. Louis for a week of conventioning. The hotels (Chase adjoining) are beautiful. Meeting facilities extraordinary.

Many of us had been worried whether St. Louis could pull enough delegates . . . but fears were groundless. Mail Advertising Service Assn. had 360 fulltime registrations, but with wives added, there were 420 at annual banquet and 500 participated in the Sunday night progressive dinner party moving from shop to shop. DMAA had 780 registrations . . . but there were more than that at some of the parties.

Before convention actually started, we had a delightful interlude. Frank Rauchenstein of Cavanagh Printing Co. insisted on us joining his Sunday afternoon "open house" at his 120-acre "modest home" about 35 miles west of St. Louis. Frank has a good idea there. First of the year he sends clever invitations to his customers, prospects, friends, relatives, etc., to come on the first Sunday of every month (some months eliminated). Party runs from noon until 7. Saves a lot of wear and tear remainder of each month.

As usual . . . cannot report on the sessions of the MASA. Meetings are restricted to members. We sit on the sidelines, enjoying the contacts with old friends and participating in the parties. The banquet was glamorous and a lot of fun, as usual. We did drop in at the annual business meeting after hearing rumors of an impending argument. Always a big turnout when there is controversy, and this was no exception. After heated debate, there was a compromise on dues structure and no bones broken.

At closing luncheon, Nick Samstag of Time, Inc., was named as the seventh winner of the Miles Kimball Award . . . for outstanding contribution to the advancement of direct mail. Nick's acceptance speech was priceless. Alvin H. Meyer, president of Creative Printing & Mailing, Baton Rouge, La., was elected MASA president to succeed Giles McCollum of The Reuben H. Donnelley Corp., Chicago. Everything about the MASA convention seemed to be well planned. But of course the planners had an old professional to counsel them . . . Dave Fleischer of Commercial Letter, Inc. Only kick I learned was same as in the past . . . too many long-winded introductions.

THERE WAS AN EMPTY DAY between closing of MASA convention and start of DMAA convention . . . but it was busy too with new faces showing up early for a get-acquainted party Tuesday evening. Some of us attended the St. Louis Ad Club luncheon to hear DMAA board chairman Ted Bihler deliver a statesmanlike talk . . . much of which concerned the unfortunate attacks against direct mail by newspaper and radio groups.

THE WINNERS BREAKFAST started the DMAA show. Big turnout. Well handled by Dick Messner and Colin Campbell. Art Burdge introduced a novel idea. Polaroid shots were taken of winners and their entries and were shown on large screen. Abbott Laboratories won top Gold Mailbox Award and Jim Hinde, VP of Albany Products, South Norwalk, Conn., accepted the Henry Hoke Leadership Gavel. Only sad note . . . Max Stern who designed the campaign for Albany Products

(Reporter cover story August 1958) had planned to come. Had his tickets. But he died suddenly on previous Sunday night. Too young.

I USUALLY CRAB about long-winded opening session speeches . . . but this one was a knockout. Enjoyed every minute of it. Mayor Roe H. Bartle of Kansas City kept the crowd roaring. Dynamic speaker on what's wrong with the world and all of us. Fighting the other fellow rather than emphasizing the positive. Best talk on tolerance I've ever heard. Ed Mayer did a masterful job of outlining the place of direct mail in the advertising agency picture . . . and well deserved the Honorary Life Membership awarded to him by the DMAA board. Larry Chait followed with a carefully prepared, well-documented answer to all of the attacks against direct mail during recent years. It was filled with dynamite and mighty controversial. He urged the immediate starting of a Public Relations Bureau to counteract the attacks on direct mail.*

Wish we had room to print the three fine talks but they would probably fill up several issues of *The Reporter*. DMAA should reproduce.

Likewise, it's impossible to reproduce or even report on the Circles of Information, Trading Posts, copy classrooms, etc., which ran throughout the convention. But they were better handled than ever before. And most everyone seemed to like them. A chance for everyone to ask questions, get acquainted, make contacts. As Bus Reed observes in his department this month . . . those are the most important benefits of a convention.

Betty Roskam of Kansas City deserves a gold crown for a new wrinkle added to the old Circles of Information. Instead of the counselors sitting at the tables where conversations sometime get out of hand . . . she had counselors sitting on slightly raised platforms with questioners grouped around them. Could be heard more easily.

In fact, all the panel sessions were handled better than ever . . . largely on account of the preliminary work of Kurt Vahle's steering committee. They produced a 61-page, looseleaf, Dittod arrangement guidebook for committee members and hotel help. Every session was blueprinted with drawings of room setups, microphone placing, time of each event, etc. I congratulated the planners. They had followed exactly the book we recommended last year . . . Jack Morris', "So You're Going to Run a Convention." They only way to run a convention is to plan every detail. Anticipate every emergency. Only criticism I heard was that program was "too busy." Too much going on at the same time. Most enthusiastic delegate

* Footnote: During the convention there was a private meeting of the incorporators of the Foundation for the Advancement of Direct Mail Advertising. It has been in the works for some time but was bogged down for a while by a few arguments over purposes, membership, etc. All differences were ironed out. A new explanatory booklet is being printed and suppliers, producers and creators will be hearing more about it soon. It will be a purely public relations arm of the medium. No lobbying. Will not conflict with any other existing organization. That's about all we can say about it now.

was Jim Adams of B. J. Ball Limited, who flew from Sydney, Australia to attend. He couldn't believe his ears and eyes. Wonderful experience for him. Another long-distance delegate . . . Marinus Spruytenburg of De Mutator, Amsterdam, Holland. Likewise enthusiastic.

The DMAA annual business meeting was just so-so. There had been rumors of a possible competitive slate for directors . . . but nothing materialized. Slate (previously announced in Reporter) was elected. All good men. Colin Campbell, executive VP of Campbell-Ewald, Detroit, was elected chairman of the board to succeed retiring and tired Ted Bihler. He has had a tough and trying year.

The banquet was really out of this world, but the show was produced by a professional, Dick Messner, and it should-a been good. All acts popular, but Morton Downey wowed the audience. They didn't want to let him go. I went backstage after it was over. Mort, who had never met me, walked over and said, "Hello, John, are you still tootin' the saxophone?" What a memory! He confused me with my brother John (we look alike) who played with Paul Whiteman's Leviathan orchestra when Downey was starting as a warbler (back around 1922, I think).

There were more room parties this year than for many years back. Kitty and I tried to see how many we could visit briefly. One evening we scored nine. Pete and Demi covered others. Best formal parties were (1) the Hawaiian scene staged by The National Council of Mailing List Brokers and (2) the fabulous affair around the pool and patio when Tension Envelope entertained the entire convention before the annual banquet. That last night was a hectic affair . . . trying to meet everyone we hadn't met during rest of week.

Reporter suite 1904 was jammed as usual. Lord knows how many passed through the doors and out onto the beautiful patio overlooking the city and the hills. I worried all week about someone falling down the stairs leading up to the bedroom quarters on 20th floor. But no casualties except a scratched knee on this reporter. Only other casualties heard of . . . Joyce Vander Pyl got a bruised leg on dance floor from some exuberant jitterbug and required medical attention. Hard-working Betty Roskam fainted from exhaustion and broke several ribs.

Funniest situation during week: Bob Cramer of Ozark Fish-eries, Stoutland, Mo., showed up with a dozen or so sets of "Glitter Twins"—two small goldfish in a plastic bag (previously described in Reporter). We displayed them in suite. Sure made a lot of conversation. Everybody wanted to know how they lived, etc. We talked more about goldfish than direct mail. People are interested in little things. I gave one bag to a prominent businessman who thought his grandchildren would be thrilled (bags cost 49c each). He spent about six dollars in long-distance telephone and telegram advising that fish survived trip home and fish and grandchildren were happy.

The last luncheon was not actually a part of DMAA program. It was annual meeting of Associated Third Class Mail Users. Those who attended learned from Congressman Morrison of Louisiana that direct mail has a few friends in Congress; that even though there are threats of more increases, more abuse . . . there is still hope if we do a better public relations job.

Wish I could write one convention report without any criticism. Suppose it's impossible. So to be honest we must say that room registration was badly snarled. Long lines at registration desk. Impatient, tired travelers. Rooms mixed up. Why can't hotels and convention planners arrange to register delegates on planes or trains, or set up special desks to handle advance registrations with keys attached to prepared forms needing only a signature? Doug Mahoney has vowed he'll do something like that for the meeting at the Queen Elizabeth in Montreal next year. Hope so. Other sour note was the exhibit hall at both MASA and DMAA conventions. Way off from meeting rooms . . . down in the basement. Another escalator deal like in Washington. Exhibitors did much crabbing. Didn't blame them. Only place for exhibits (which carry

load of expense) is outside or adjoining the principal meeting rooms. Must be corrected in Montreal.

Everyone was in a mad scramble to make planes and trains Friday afternoon. As usual, we stood out by the busses to say goodbye to as many as possible. "How did you like it?" Most answers, "Fine."

Had a customary bitter-enders session with Jess and May Roberts, Joyce Vander Pyl, Peggy Greenlaw, Mary Lou Groves and her new husband Grover Lewis . . . then off to the airport for a flight to New Orleans to rest (?). Every previous trip to that wonderful city, we've had to stay at one of the standard convention hotels. This time we picked our favorite spot, the Monteleone, only hotel in the French Quarter. Delightful and different. All around us the world-famous food places which we enjoyed to the hilt.

Across the street from hotel was Solari's, the extraordinary food store with products from all over the world. We did our Saturday shopping there . . . picking out stuff we can't get at home, including bear steak and stuffed egg plants. It will be shipped on Diner's Club account after we are finally settled again.

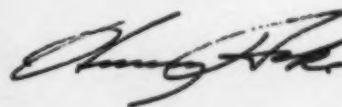
Had a nice evening with DMAA member Jim Crane, his wife, Tom Monahan and wife, and friends. (Jim was formerly with Playtex, now with Marketeers Incorporated, New Orleans.) Ed Monahan and wife Marie took us to Brennan's for Sunday brunch (recently described in Saturday Evening Post). Can't be described. Takes several hours to consume . . . through eye openers, cheese and cream, eggs Benedict, wine, steak with mushrooms, crepes Suzette and heated brandy. Wow! Then to beautiful Cathedral of St. Louis . . . and the roof didn't fall down on us heathen. A session with old friend Jules Paglin, who now owns seven radio stations and you can imagine what some of the conversation was about. As an oldtime direct mail expert, Jules thinks that fighting between the media is downright silly.

A Monday morning flight to Tampa was smooth. Managed to finish a book started when we took off ten days before. Front porch looked mighty peaceful, but after two short days had to take off again for the Florida Express Fruit Shippers Assn. convention at the Americana in Bal Harbour (above Miami Beach) where the DMAA convention will be held in the fall of 1960. A glamorous, exciting place. The Fruit Shippers have their problems too, not only with direct mail to get orders, but in shipping. They are attempting to solve the latter by a unique use of the mail. I'll report on that later when experiments are completed.

There is one thing I like about the front porch and its scuttlebutt . . . better than any convention. When visitors come, we have time to talk. Out of the 1,200 or so people we met or brushed with in St. Louis, doubt if we had more than five or six conversations lasting five minutes. So we're glad to get back to the front porch, the pool, the garden and the crazy Siamese cats. And when visitors come . . . we'll talk scuttlebutt calmly and unhurriedly.

It was fun seeing so many of you . . . and we look forward to seeing you again.

Good luck always,



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Clearwater, Florida
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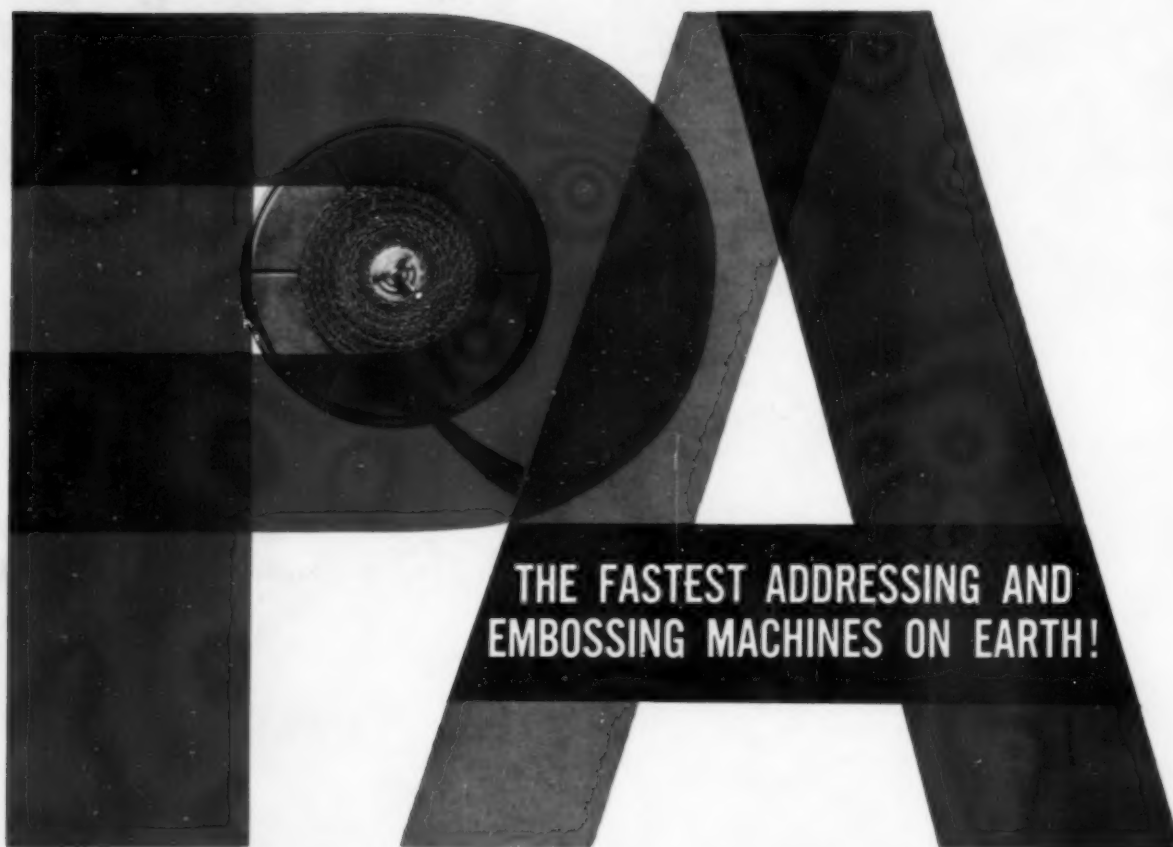


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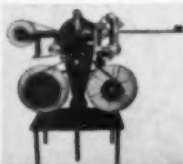
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Processes up to 200 addresses per hour. Automatic operation as easy as a modern typewriter.



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